MBER 27, 1943 PRICE 15 CENTS

BROADCASTING

The Weekly [illegible] Radio

Broadcast Advertising

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DETROIT

Hmm-m, let me see . . .

WOR covers 16 cities.

The cities include such war arsenals as—
Camden, Trenton, Paterson, Jersey City . . .

301,012 people in Jersey City! Quite an assortment of mouths to fill, backs to be clothed, and so forth.

Rochester? Rochester, N. Y., you mean?
No, WOR doesn't cover Rochester.

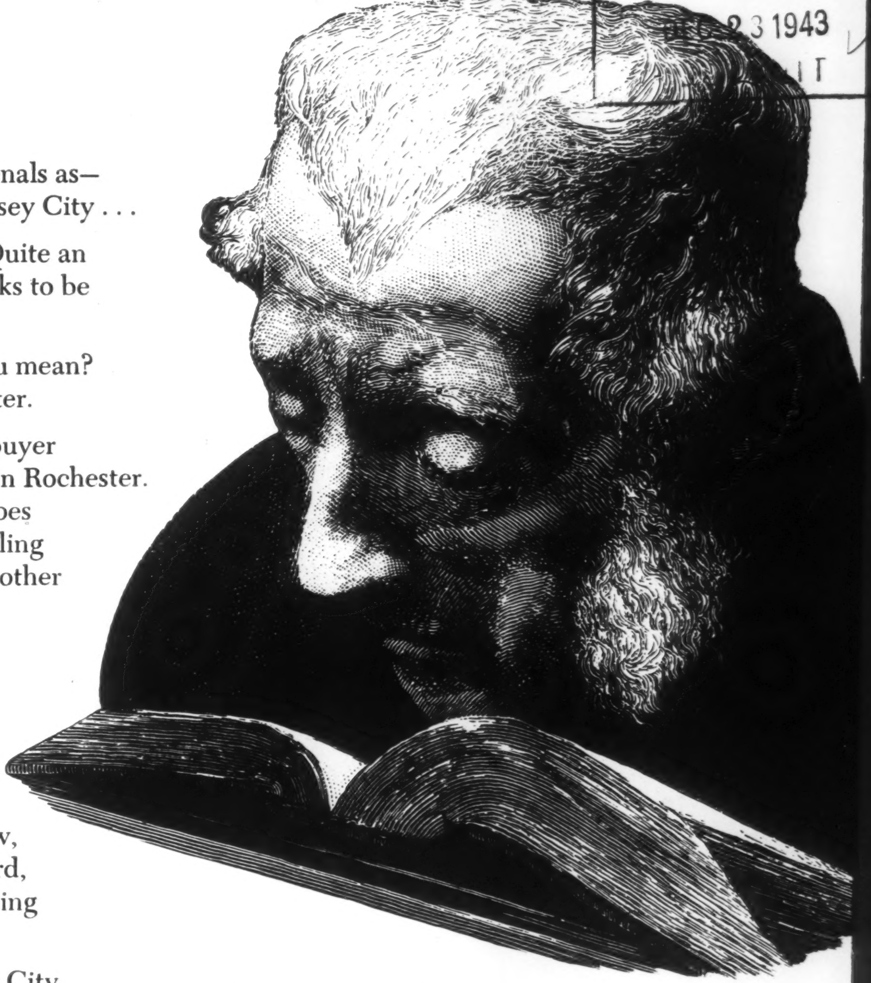
Yes, I read that letter from the buyer at National Clothing Company in Rochester. Yes, interesting what he says. Goes something like, "We are now selling more Gotham Hosiery than any other brand of rayon hose we carry." Doesn't it?

Yes, I know. Gotham used "Pegeen Prefers" on WOR. First time it had used radio and the only station it used.

Buy WOR? Why, my dear fellow, who wouldn't! The station's weird, that's what! Does the most amazing things for so little.

But, tell me . . . outside of Jersey City, Camden, etc., WOR covers New Haven, doesn't it? And Hartford and Bridgeport and Wilmington and many other places? I mean, even though it does sell in Albany, Rochester and even Boston.

Marvelous station that WOR!



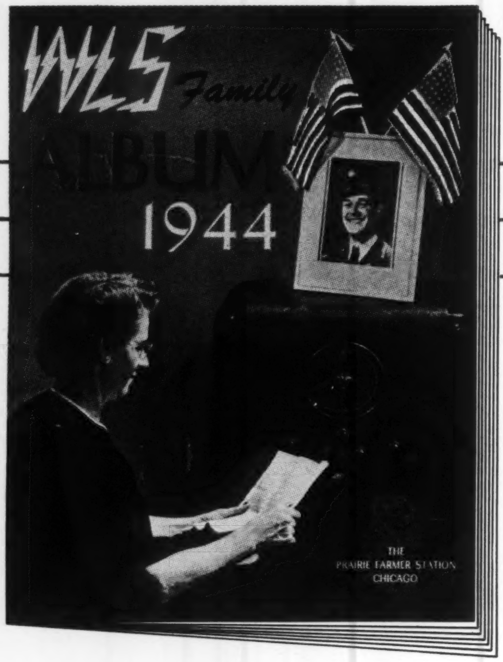
—that power-full station,

WOR

1440 Broadway, in New York

MEMBER OF THE MUTUAL BROADCASTING SYSTEM

IN THIS ISSUE: 1944 RADIO BUSINESS OUTLOOK



The WLS
FAMILY ALBUM
is Ready

— and WLS Listeners Will Buy Another 40,000!

EACH YEAR since 1930 WLS has published a book about the station, its personnel and activities, entitled "The WLS Family Album." The booklet is available to listeners at 50¢ per copy, and an average of 42,000 copies are so distributed each year — 584,000 in the past 14 years.

The 1944 Family Album is now ready for distribution. Already thousands of Midwest America listeners are sending in their half-dollars, eagerly awaiting the new pictures of their WLS friends with as great enthusiasm as ever. They listen to WLS . . . and *act on our suggestions.*

The demand for this annual picture book about the station is, we think, a further indication of the consistent interest and loyalty which listeners have for WLS and its people. It illustrates in part, too, an interest reflected in the response advertisers get from their broadcasts on WLS.

WLS

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

The
PRAIRIE
FARMER
STATION

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

REPRESENTED BY
JOHN BLAIR & COMPANY

CHICAGO

MANAGEMENT AFFILIATED WITH **KOY**, PHOENIX, AND THE ARIZONA NETWORK — **KOY** PHOENIX ★ **KTUC** TUCSON ★ **KSUN** BISBEE-LOWELL

YOU CAN BUY NEW ENGLAND BLINDFOLDED

CONN.
R.I.
MASS.
VT.
N.H.
MAINE
N

IT'S no secret. Buy as one unit enough stations to include the twenty-one best markets covering all sections of New England.

There is one way and only one way to do this with complete effectiveness. Buy the one network that blankets the territory with twenty-one hometown stations — penetrating every important city and its trading zone, and providing everywhere the direct impact that only a locally accepted station can give.

For opening the door to a warm, friendly welcome, there is nothing to compare with a hometown station that is producing every day for local merchants.

There is a difference between long distance and local station appeal which is in direct ratio to failure and success.

Pass up the halfway measures. Sell New England twenty-one ways with Yankee's twenty-one hometown stations.

ACCEPTANCE* IS THE YANKEE NETWORK'S *FOUNDATION

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.   EDWARD PETRY & CO., INC., *Exclusive National Sales Representative*

---

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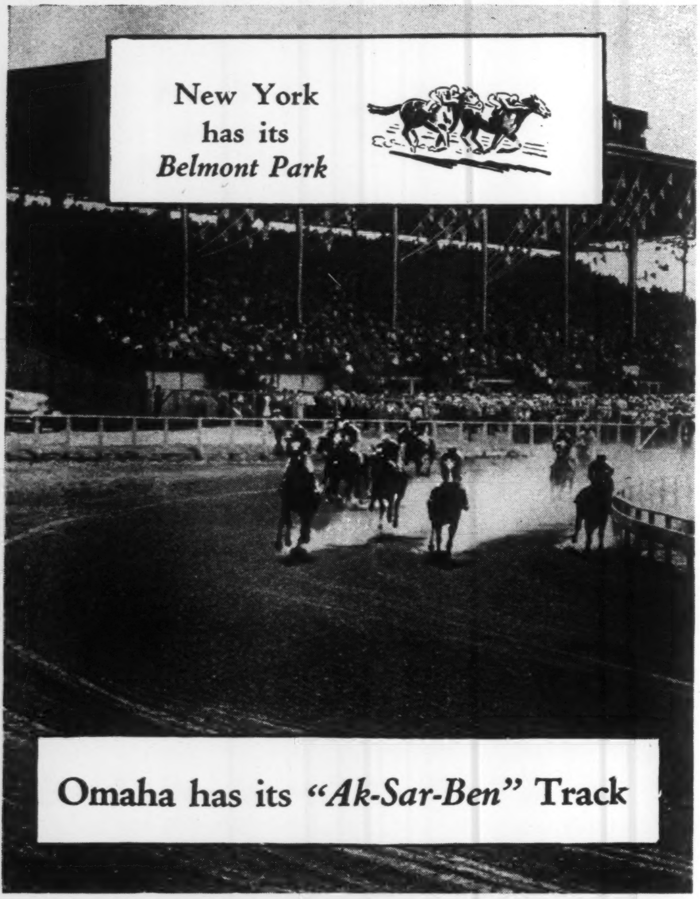

KOIL *Omaha* Covers and Sells
a Metropolitan Market
of Cosmopolitan People

Omahans' are alive, alert and aggressive. They not only have the "where-with-all" to enjoy an above-average standard of living — but they, also, have the "know-how."

KOIL (basic Columbia) is geared to Omaha's way of doing things. It is programmed, both network and local, to win, and hold, the confidence and good will of an up-and-coming people.

On any basis — KOIL is definitely THE radio buy of Omaha. Write us for availabilities.

DOUGLAS COUNTY
OMAHA
Ranks second in the whole United States for total increase of effective buying income for the first nine months of 1943 over 1942.

Represented Nationally by Edward Petry Co., Inc.

KOIL CBS in Omaha
5000 WATTS . . . 1290 KILOCYCLES

SUBSCRIPTION PRICE: $5.00 per year 15c per copy

BROADCASTING

The Weekly Newsmagazine of Radio
Broadcast Advertising

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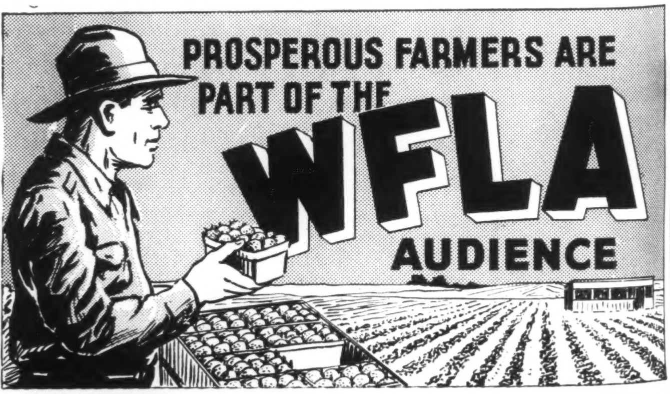
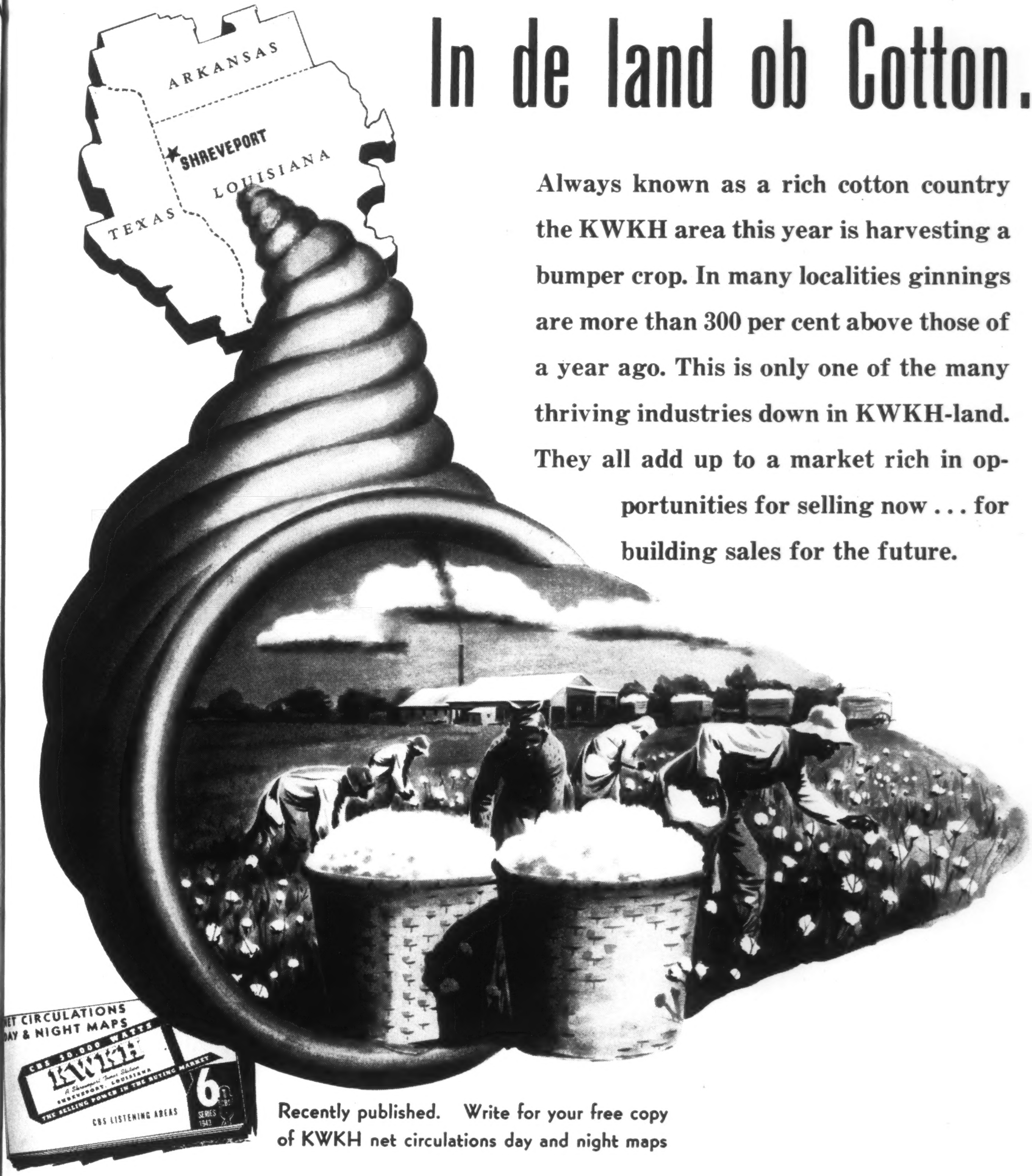


WFLA TAMPA NBC
JOHN BLAIR & CO. . . NATIONAL REPRESENTATIVE

In de land ob Cotton...

Always known as a rich cotton country the KWKH area this year is harvesting a bumper crop. In many localities ginnings are more than 300 per cent above those of a year ago. This is only one of the many thriving industries down in KWKH-land. They all add up to a market rich in opportunities for selling now . . . for building sales for the future.


ARKANSAS
SHREVEPORT
LOUISIANA
TEXAS
NET CIRCULATIONS
DAY & NIGHT MAPS
CBS 50,000 WATTS
KWKH
A Shreveport Times Station
SHREVEPORT, LOUISIANA
THE SELLING POWER IN THE BUYING MARKET
CBS LISTENING AREAS
6
SERIES 1943

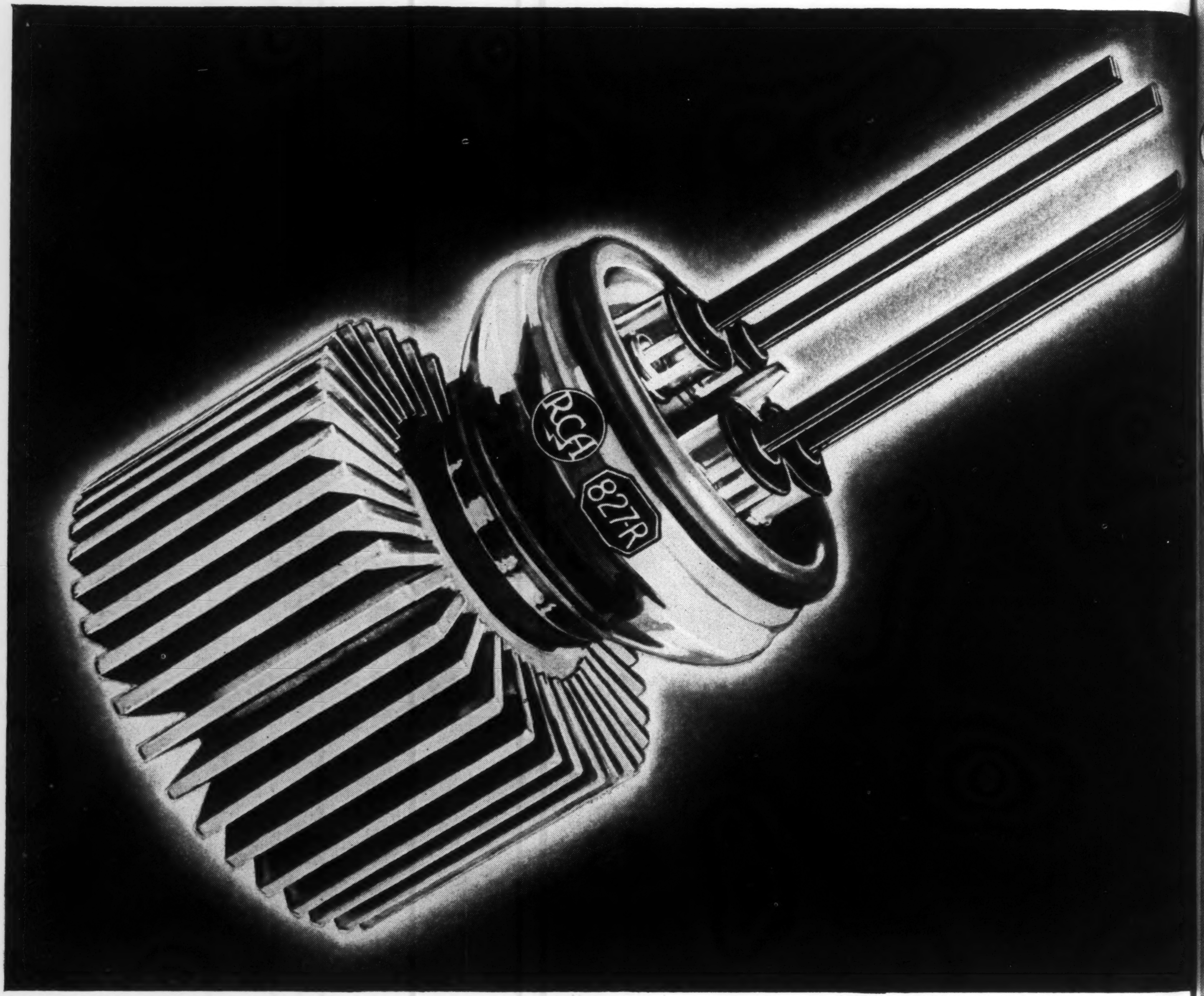
Recently published. Write for your free copy of KWKH net circulations day and night maps

CBS
50,000 WATTS

KWKH

REPRESENTED BY
THE BRANHAM CO.

A SHREVEPORT TIMES STATION
SHREVEPORT, LOUISIANA



★ *BUY MORE WAR BONDS* ★

RCA FIRSTS

USE OF BEAM POWER AMPLIFIER TUBES

RCA engineers early realized that beam power amplifier tubes could mean important benefits to American broadcast stations.

Because of the higher amplification obtainable with these tubes, transmitters would need less tubes.

With less tubes circuits could be simplified.

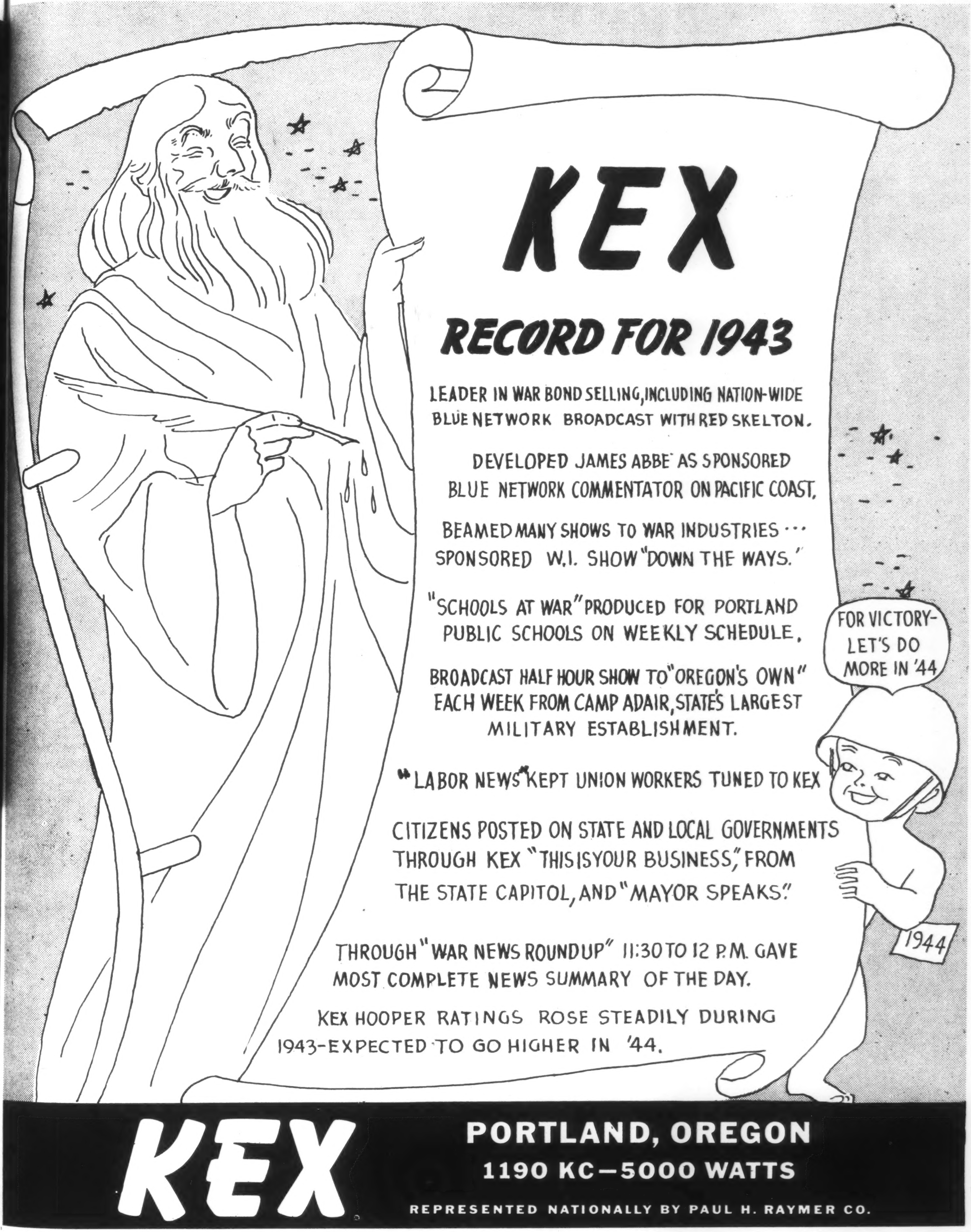
Simplification would mean less opportunity for trouble—less space—easier inspection and maintenance.

Now, as always, simplification is a prime objective in RC transmitter design.

From microphone to antenna, RCA offers the broadcast statio *complete* equipment of coordinated design—assuring superio performance, maximum operating economy and convenienc and the advantages of an integrated system of matching units

RCA BROADCAST EQUIPMENT

RCA Victor Division · RADIO CORPORATION OF AMERICA · Camden, N. J.



KEX

RECORD FOR 1943

LEADER IN WAR BOND SELLING, INCLUDING NATION-WIDE BLUE NETWORK BROADCAST WITH RED SKELTON.

DEVELOPED JAMES ABBE AS SPONSORED BLUE NETWORK COMMENTATOR ON PACIFIC COAST.

BEAMED MANY SHOWS TO WAR INDUSTRIES ··· SPONSORED W.I. SHOW "DOWN THE WAYS."

"SCHOOLS AT WAR" PRODUCED FOR PORTLAND PUBLIC SCHOOLS ON WEEKLY SCHEDULE.

BROADCAST HALF HOUR SHOW TO "OREGON'S OWN" EACH WEEK FROM CAMP ADAIR, STATE'S LARGEST MILITARY ESTABLISHMENT.

"LABOR NEWS" KEPT UNION WORKERS TUNED TO KEX

CITIZENS POSTED ON STATE AND LOCAL GOVERNMENTS THROUGH KEX "THIS IS YOUR BUSINESS," FROM THE STATE CAPITOL, AND "MAYOR SPEAKS."

THROUGH "WAR NEWS ROUNDUP" 11:30 TO 12 P.M. GAVE MOST COMPLETE NEWS SUMMARY OF THE DAY.

KEX HOOPER RATINGS ROSE STEADILY DURING 1943-EXPECTED TO GO HIGHER IN '44.

KEX

PORTLAND, OREGON

1190 KC—5000 WATTS

REPRESENTED NATIONALLY BY PAUL H. RAYMER CO.

SPONSOR IDENTIFICATION GOES UP WHEN YOU USE SONOVOX!

IT'S perfectly okay to talk about the listener's "sub-conscious" recognition of a sponsor's identity: It's unquestionably true that the average listener does retain *some* impression of the sponsor's commercial, whether or not he can tell you, during the broadcast, what product is being advertised.

But wouldn't you rather have *absolute identification* of your sponsorship and your product?

With Sonovox, sponsor identification is measurably and tangibly increased. This is not a matter of opinion. We can *prove* it to you. For a few dollars spent on Sonovox, you can definitely increase the effectiveness of your far greater expenditure for *time.*

Ask for the proof, as established by Hooper Sponsor Identification Ratings.

How is Sonovox sold? Essentially like talent. Under each license for a specific use, a reasonable license fee is charged for Sonovox performing rights. The *only* additional cost to licensee is for a trained articulator made available by us in any broadcasting or recording studio in New York, Chicago, or Hollywood, at Standard AFRA scale.

Some Typical SONOVOX PIONEERS*

- American Chicle Co. (Black Jack Gum)
  - *Badger and Browning & Hersey, Inc.*
- American Industries Salvage Committee (Steel Scrap Drive)
  - *McCann-Erickson, Inc.*
- Buick Motors Division, General Motors Corp.
  - *Arthur Kudner, Inc.*
- Chicago, Milwaukee, St. Paul & Pacific R. R.
  - *Roche, Williams & Cunnyngham, Inc.*
- Colgate-Palmolive Peet Company (Vel, Palmolive)
  - *Ward Wheelock Co* and *Wm. Esty & Co., Inc.*
- Delaware, Lackawanna & Western Coal Co.
  - *Ruthrauff & Ryan, Inc.*
- Walt Disney Productions
- Emerson Drug Company (Bromo-Seltzer)
  - *Ruthrauff & Ryan, Inc.*
- Christian Feigenspan Brewing Company (Feigenspan and Dobler P.O.N. Beers and Ales)
  - *E. T. Howard Co.*
- Feltman-Curme Shoes
  - *Russell C. Comer Advertising Co.*
- Forum Cafeterias of America
  - *R. J. Potts-Calkins & Holden, Inc.*
- Griesedieck-Western Brewery Co. (Stag Beer)
  - *Maxon, Inc.*
- Grocery Store Products Sales Co., Inc. (Fould's Macaroni Products)
  - *Campbell-Ewald Co., Inc.*
- Andrew Jergens Co. (Woodbury's Products)
  - *Lennen & Mitchell, Inc.*
- Lever Brothers Co. (Lifebuoy Soap)
  - *Ruthrauff & Ryan, Inc.*
- Lyon Van & Storage Co.
  - *Batten, Barton, Durstine & Osborn, Inc*
- National Broadcasting Company
- Naval Aviation Selection Board
- Navy Seabees (U. S. Navy, Construction Battalions)
- Office of Civilian Defense (Region Six)
- Pabst Sales Company (Pabst Beer)
  - *Warwick & Legler, Inc.*
- Pan American Coffee Bureau
  - *Buchanan & Co., Inc.*
- Purity Bakeries Service Corp. (Taystee Bread, Grennan Cakes)
- Quaker Oats Company
  - *Ruthrauff & Ryan, Inc.*
- Radio Corporation of America
  - *Ruthrauff & Ryan, Inc.*
- Radio Station KOMA, Oklahoma City
- Alvino Rey and his Orchestra
- Shell Oil Company, Inc.
  - *J. Walter Thompson Co.*
- Stanco, Inc. (Mistol)
  - *McCann-Erickson, Inc.*
- U. S. Treasury Dept.
- Universal Pictures Company, Inc.
- Warner Brothers Pictures, Inc.
- Willards Chocolates, Ltd.
  - *Cockfield, Brown & Co., Ltd.*

*Space no longer permits a complete list of Sonovox users.

WRIGHT-SONOVOX, INC.

"Talking and Singing Sound"

FREE & PETERS, INC., ***Exclusive National Representatives***

CHICAGO: *180 N. Michigan* Franklin 6373

NEW YORK: *444 Madison Ave.* Plaza 5-4130

SAN FRANCISCO: *111 Sutter* Sutter 4353

HOLLYWOOD: *1512 N. Gordon* Gladstone 3949

ATLANTA: *322 Palmer Bl* Main 5667

BROADCASTING
and
Broadcast Advertising

ol. 25, No. 26 WASHINGTON, D. C., DECEMBER 27, 1943 $5.00 A YEAR—15c A COPY

Time Sales to Continue Upward in 1944

Music, Congress, Clock Are Problems; Sponsors Plan for Post-War Market

By WALLACE JANSSEN

WHILE 1944 seems destined to be a doubtful and decisive year for the future of radio, depending particularly on what action Congress takes as to regulatory legislation, there is no uncertainty as to the immediate course of radio business. The trend is still up—curbed only by the ceiling of available time.

And while most observers see that as an effective barrier to further sales gains, there are some ways of surmounting it.

For stations where population has jumped decidedly, higher rates may add to revenues. They seem to be particularly justified in war industry areas.

Better Programming

It has been suggested that time optioned to networks and not sold can be further utilized for station business.

Independent stations, especially the smaller ones, are in line for more and better shows, agency-produced for spot placement. Secondary markets should not be neglected. Eventually they will be needed.

Still another relief for the time shortage is more effective programming of time usually considered unsalable.

These ideas, advanced by key industry figures in interviews with BROADCASTING reporters, were not represented as cure-alls; on the contrary, all factors are agreed that time is tight and that advertisers are eager to contract for their share of a medium which seems to be sold out so far as some outlets are concerned.

Regarded as highly significant is the fact that in a year when leading sponsors had nothing to sell, while others had to ration their output to distributors, these sponsors saw the value of continued advertising. 1943 demonstrated, as never before, that radio is amazingly effective for many purposes other than the direct sale of merchandise.

Despite the tax situation—frequently mentioned as favorable to advertising—it cannot be said that sponsors spent their money frivolously or without thought of desired results. Radio did outstanding and unusual selling jobs in 1943; among others, it carried the burden of the two greatest selling and advertising jobs of all time—the Second and Third War Loans, totaling 28 billion dollars, with estimated time and talent cost of at least 25 millions for this one phase of radio's war contribution.

The round-up stories which follow give a detailed report as to radio business sources in 1943, including the new sponsors whose purchases were added to the backlog of food, drug, soap and tobacco accounts which traditionally have provided radio with the bulk of its revenues.

Return to Competition

Looming large is the institutional business placed by firms which sought to keep their brand names and trade marks alive against the day when peace is declared and they return to selling in highly competitive civilian markets. There seems little doubt this business will continue for the duration, and thereafter until conditions are altered. Contributing to this prediction are the previously cited tax position, and the paper situation which offers no hope of improvement in the foreseeable future. Yet while institutional advertising is expected to continue at present high levels, there are signs on the horizon that a return to selling copy may become possible during 1944—when, as and if the War Production Board finds it expedient to release materials for manufacture of selected essential civilian merchandise.

Already initial war needs seem to have been more than met in certain respects, thereby releasing increased quantities of materials for civilian goods. Steel, aluminum, sugar and coffee are cited as instances, and the list is likely to grow. Such developments will affect the advertising practices of sponsors whose activities have been restricted by lack of the materials involved. Soft drink manufacturers might become an example. Sugar and metal crowns have been their peculiar problems.

As to such relative newcomers in the sponsor list as moving pictures, department stores, used car buyers and help-wanted advertisers—there is nothing in sight to suggest any cessation of their interest.

Audience prospects are good for 1944. All surveys indicate increased listening, with but a slight drop in interest for news programs, the leading category, and a gain in the demand for comedy and certain other program types.

Set Problem

Although little was done to maintain home sets during 1943, with the result that a slight loss of radio homes took place, this was compensated for by increased listening, and by purchase of used sets and of surplus sets remaining in dealers' hands after the war conversion order to set manufacturers in April, 1942.

Reports in the last issue of BROADCASTING (Dec. 20) and in the current issue, indicate that WPB has initiated programs which will prevent the sets out-of-service total from increasing, and may even reduce it during the coming year. At the moment, the tube outlook is a little better than the battery picture.

Farm radio battery supply apparently needs to be augmented on the basis of the latest statistical reports. There is good assurance, however, that all civilian reception will be maintained at a high level. Broadcaster's station equipment situation, while not permitting of expansion, is good enough to provide ratings equal to those for military equipment.

A strong element in the security of civilian radio is the very large military electronics program. This will provide the facilities for rapid post-war expansion, while during war it is fully capable of supplying all broadcasting maintenance needs with but a small fraction of its production capacity.

Following is a detailed survey of 1944 radio prospects, based on 1943 experience as seen in leading radio centers and markets by key people of the industry.

NEW YORK

By BRUCE ROBERTSON

FROM a purely business standpoint, American radio clicked off another all-time high during 1943, with both network and individual station business well ahead of 1942, which in its turn had set a new industry revenue record.

The broadcasting industry in 1943 was beset by many problems. The major one of revamping Governmental regulatory measures set up 16 years ago for the guidance and control of broadcasting operations in line with present day conditions will continue to occupy a large portion of industry attention and effort for months to come.

James Caesar Petrillo and his musicians' union went back to work in the fall for some record and transcription companies, which may lead to more spot program business; but Columbia Record Co. and RCA Victor, as well as NBC Radio Recording Division, are still refusing to accept the AFM condition of direct royalty payments. This may lead to a nation-wide musicians' strike against the major networks before the end of winter.

All Agree on '44

But in business, 1943 was the best yet and the first quarter of 1944 will be even better, according to executives of networks, stations, advertising agencies and station representatives contacted by the New York bureau of BROADCASTING last week. For later in 1944 their view is unanimously optimistic, although there was a general admission that in these times anything my happen and it's not safe to predict more than 90 days ahead.

After this hedging, however, all went on to depict a clear and cloudless business sky as far as the eye can reach. Foods, drugs, soaps and

(Continued on page 18)

Gillette Acquires Radio Rights To Giants, Yanks Home Tilts

Games To Be Aired Over WINS; Cost Reported $75,000 to Each Club, Plus Station Time

MAJOR sponsor of sports broadcasts, Gillette Safety Razor Co., Boston, last week announced that it had purchased radio rights to all home baseball games including Sundays and holidays of the New York Giants and New York Yankees to be broadcast in 1944 on WINS New York.

Contract terms, which are said to call for payment of $75,000 to each club, were drawn up by J. P. Spang, president of Gillette; Craig Smith, Gillette vice-president; Ed Barrows, business manager of the Yankees, and Horace Stoneham, president of the Giants. J. T. Adams, sales manager of WINS, handled the station's end of the deal. Maxon Inc., New York, is the Gillette agency.

Broadcasts from New York's Yankee Stadium and Polo Grounds, to get under way in mid-April, will cover 156 home games for the two clubs. Cost for radio time alone is reported to be close to $50,000. Auditions will be held after the first of the year for announcers to handle the play-by-play description and color assignments, WINS stated.

Gillette's coverage of the Giants-Yankees games during 1944 is the first broadcast of baseball by these two clubs since 1942, when their home games were sponsored jointly on WOR New York by R. H. Macy Co., New York department store, and General Mills, Minneapolis.

Gillette is sponsoring four New Year's Day football games, two on Mutual and two on CBS. All to be heard on Jan. 1 after 2 p.m., they include the Sugar Bowl game from New Orleans and the Orange Bowl game from Miami on CBS, both on 130 stations; the Cotton Bowl game from Dallas and the East-West classic from San Francisco on 200 Mutual stations.

Announcers are: Harry Wismer—Sugar; Ted Husing, Jimmy Dolan—Orange; Don Dunphy, Earl Harper—Cotton; Ernie Smith, Mel Venter—East-West. On a sustaining basis NBC is carrying the traditional Rose Bowl clash from Pasadena, with Bill Stern announcing.

Time Purchase Up to Each Railroad, Association Tells OWI Radio Chief

PURCHASE of time for "Don't Travel" announcements will be left to the determination of each railroad, Phil Cohen, chief of the OWI Domestic Radio Bureau, was advised last week by the Assn. of American Railroads.

Mr. Cohen had met last month with Col. Robert S. Henry, assistant to the president of the association, to present the request of stations that the railroads consider radio along with other media in war message advertising. Stations had protested to OWI that it was unfair to ask them to carry "Don't Travel" messages free while the roads were using other media [BROADCASTING, Nov. 22].

Col. Henry informed Mr. Cohen that the association's advisory committee on public relations had taken up the matter at its Nov. 17 meeting in Chicago. The subject, he stated, "was given thorough discussion, resulting in the obvious conclusion that the matter was one for handling by each railroad in the consideration of its own advertising plans."

Minutes of the meeting covering the discussions concerning radio advertising, were reported by the association as follows:

> The chairman reported that representatives of the Office of War Information have made the following report and recommendations as to the situation arising from the requests made upon radio stations, by the OWI, to use "spots" to discourage travel at such times as the approaching Christmas season:
>
> "The radio stations have cooperated to the utmost with the OWI in the use of material of this sort. They feel, however, that where railroads are simultaneously carrying on paid advertising programs in local newspapers, there is justice in the position of the local radio stations that they should not always be expected to carry such announcements without charge.
>
> "It was suggested that those railroads which are spending money on programs to discourage travel at peak seasons consider the sponsoring of the OWI announcements, or of announcements to be prepared locally by themselves, along with newspaper advertising and other media used.
>
> "The position of the radio stations is not so much that they want to sell the time as that they feel there is a discrimination and a lack of recognition of the value of radio in the present situation whereby the railroads spend their advertising appropriations for this purpose chiefly with the newspapers, while the government, through the OWI, requests donation of radio time."
>
> After general discussion it was felt that the matter was one for handling by each railroad.

Objections of radio stations to donating time for the OWI "Don't Travel" announcements have been heard in the industry since last summer. Charges of discrimination made by W. L. Gleeson, president of KPRO, Riverside, Cal., and James R. Curtis, president of KFRO, Longview, Tex., were published in BROADCASTING.

The OWI took up the problem with the railroads when Edwin E. Borroff, vice-president of the BLUE and OWI regional consultant in Chicago, last month protested in behalf of 14 stations to Elmer Davis, OWI director, and reported that strong feelings had developed on the part of broadcasters which might result in refusal to carry "Don't Travel" messages.

ADDED SECURITY for the WGN Chicago transmitter at Roselle, Ill., is provided by Dinny Dimwit and Bullneck, schooled Doberman Pinschers, who patrol the 100-acre site with Guard Bill Heide. Puppy Dinny (l), is learning not to be afraid of Heide's shotgun.

S. D. MAHAN TAKES CROSLEY POSITION

S. D. MAHAN, director of advertising and promotion for the Treasury's War Bond drive, has been appointed director of advertising and public relations of the manufacturing division of Crosley Corp., Cincinnati, succeeding Ellis Travers, it was announced last week by R. C. Cosgrove, vice-president and general manager of Crosley.

Mr. Travers, who formerly headed the Detroit office of Ruthrauff & Ryan, and was a vice-president of that agency until 1942, will join Crosley's advertising agency, Roy S. Durstine Inc., New York and Cincinnati. He will be in charge of the office which Durstine is opening in Chicago.

Mr. Mahan, who has also served as associate national field director in charge of all War Bond and Stamp sales through retailers, will continue his association with the Treasury as consultant in the same field. He was in the electrical appliance field previously, first as merchandise, advertising and promotion manager, and later as general advertising manager of Westinghouse Electric & Mfg. Co. Before that Mahan was engaged in agency work as vice-president of Fuller & Smith & Ross, and as account executive for the former H. K. McCann Co.

FAA Chairmen

J. M. EASTON of the Northern Trust Co., Chicago, has been appointed chairman of the Financial Advertisers Assn. advertising committee and Merrill Anderson of Merrill Anderson Co., New York, was named FAA representative on the War Advertising Council by the new association president, Lewis F. Gordon, vice-president of the Citizens & Southern National Bank of Atlanta, Ga., it was announced last week.

McMillan Named

GEORGE S. McMILLAN, now secretary of the Assn. of National Advertisers, will become public relations director of Bristol Myers Co., New York, after the first of the year, succeeding Sherwood Chatfield.

NAM Forum Plan May Buy Air Time

'Better America' Promotion To Stress Post-War Aims

RADIO, together with newspaper and magazine advertisements, and specially organized community meetings throughout the country, will be employed during 1944 to put over the "Better America" promotion campaign to be conducted by the National Industrial Information Committee, public relations subsidiary of the National Assn. of Mfrs. An outline of the coming drive "to bring home to 137,000,000 Americans the post-war ambitions of American enterprise" was released last week by Alfred P. Sloan, chairman of the board of General Motors Corp., and chairman of the NIIC.

Radio Director

Use of these media in addition to forum discussions is now in the discussion stage, with plans to be revealed after the first of the year. Chairman of the NIIC program committee is James S. M. Adams, president of Standard Brands, while the agency in charge will be Arthur Kudner Inc., New York. According to Philip Kirby, who is consultant with John Orr Young on media plans for the NIIC, a radio director will be named in the near future, after which definite radio plans can be formulated.

Theme of the large scale advertising and educational campaign as approved at the recent Second War Congress of the NAM in New York will be "to teach and emphasize that freedom is the very basis of American life, and that doing business the American way means free, private, competitive enterprise." The NIIC also plans to set up 10 regional offices to organize local business men in assisting the national campaign.

Doremus V-Ps

DOREMUS & Co., New York and Boston, has promoted five members to the office of vice-president: Dewey B. Holland, secretary; W. Howard Millar, account executive; George A. Erickson, account executive, William J. Kelley, account executive; and Chas. W. Morse, manager of the financial department, in Boston.

Talk by Sarnoff

DAVID SARNOFF, president of RCA, addressed war workers in five plants of the RCA Victor Division during a closed circuit Christmas party broadcast Dec. 23. Program featured a telephone reunion between an RCA worker employe and his wounded son, hospitalized in Norfolk, Va.

R&R Directors

DONALD D. STAUFFER and S. Heagan Bayles, vice-presidents and directors of radio at Ruthrauff & Ryan, New York, have been elected directors of the firm.

Press Ownership Compromise Is Expected

See FCC Frowning On, Not Banning, Before Jan. 1

By SOL TAISHOFF

UNLESS all signs fail, the FCC will attempt to solve its self-inflicted newspaper-ownership predicament by a compromise which will see dismissal of the proposed orders for absolute divorcement and adoption of a less stringent policy which will frown upon joint ownership but won't bar it.

Action is slated this week—before New Year's.

While FCC members were wary about discussing this—the most vexatious of the pending controversies—it was learned that the Commission held a meeting last Monday to take action. It was the second such effort within a fortnight. The heat engendered over the FCC's delay in deciding the issue, brought out forcibly in Congress, makes action necessary now.

President Opposed

A committee comprising Commissioners Ray C. Wakefield, chairman; Norman S. Case and C. J. Durr was named by Chairman Fly, who was fresh from a visit to the White House just before last Monday's session. The committee now is drafting a report which would set forth the new policy.

It is logically deduced, based on testimony of Mr. Wakefield and of Commissioner T. A. M. Craven, before the Senate Interstate Commerce Committee, that the policy will be a modification of that outlined by the former. He told the Committee he wanted no flat ban against newspaper ownership, but thought cases should be considered on their merits. The inference was that ownership should be diversified, where feasible, and that therefore, non-newspaper applicants would be favored, all other things being equal.

Chairman Fly saw President Roosevelt for half-an-hour Monday noon, before the FCC meeting. He declined to reveal the subject to White House newsmen, remarking he simply had come "to wish the President a Merry Christmas." The President's interest in the newspaper-ownership situation often has been represented as intense. He is said to be opposed to it.

Broad Effects

The temper of Congress has had an obvious effect upon the FCC's shift in attitude. But even the compromise, if it develops as indicated, would be objectionable because it would create a class distinction. Moreover, it would affect more than ownership of standard stations by newspapers; logically it would apply to ownership of any additional media for dissemination of information in the same area. Thus standard stations might be precluded from owning FM or television stations; motion picture companies might be barred from television operation, as would newspapers or other classes of radio licensees.

The fact that Commissioner Craven consistently has opposed any distinction between classes of licensees augurs for a dissenting report. By the same token, Commissioner Wakefield's appointment as chairman of the committee to draft the policy report would indicate that a majority of the FCC favors his view. Gov. Case's appointment to the Committee likewise seems to infer that he favors some modification of the Wakefield policy, and would vote with the majority, if his views are accepted.

Expect Application Action

Commissioner Durr is understood to have supported the original Wakefield proposition when it was considered more than a fortnight ago during the absence of Chairman Fly who then was ill with flu.

Because of the veil of secrecy, little could be learned about the manner in which the FCC proposes to handle the problem. After the meeting last Monday, the newly-appointed committee met to consider its procedure. Chairman Wakefield is expected to write the initial draft.

More than likely, the new policy will be enunciated in a report on the newspaper-ownership hearings held from July 1941 until February 1942, and recessed without closing of the record. The question has been on ice for two and one-half years and, in the view of observers, wouldn't be decided now were it not for the reaction of Congress.

The Commission (our guess now is by a 5-1 vote) will decide to dismiss orders 79 and 79-A adopted in 1941. Because the hearing was "legislative," with no individual applications involved, it is assumed that opportunty will be allowed for oral arguments before a final effective date is set.

To show all possible leniency (and to appease those members of Congress who have protested) it is a better than even money bet the FCC will conclude that applications of newspapers which have gathered dust in the pending files for more than two years, will be disposed of under the opinion. Action will be on "individual merits" or some such similar basis. There are several applications involving newspaper transfers still in the pending files.

Materials Problem

Overall, there were some 50 applications affecting newspapers on all counts, including FM as well as standard. Applications involving new construction or modifications will be handled, it is surmised, consistent with the WPB requirements as to availability of critical materials and in the light of the April 27, 1942 freeze order. Many of the applications were dismissed by the newspaper applicants following the freeze order.

Irrespective of all else, and however sugar-coated, the policy as now projected, would establish the principle of diversification of ownership by classes. It might mean, ultimately, that only one medium for reaching the public would be entrusted to a single licensee.

Whatever the FCC does, however, will get the attention of Congress, and more immediately the Senate Interstate Commerce Committee, now engrossed in drafting new radio legislation after six weeks of hearings. The committee has been asked specifically by the Newspaper Radio Committee and by other witnesses to write into the law a specific provision against class distinction in station ownership. If reactions of committee members mean anything, it might do just that.

NETWORK ALLOCATION HITS PEAK

OWI Reports 246 Advertisers Participating In War Message Assignment Plan

REFLECTING continued growth in the number of network advertisers, commercial programs coperating with the OWI network allocation plan reached a new high figure of 246 last week, it was revealed by William Fairbanks, chief of the allocations division of the Domestic Radio Bureau.

During the past two months, 19 additional advertisers have joined the network allocation plan, through which war messages are channeled to the vast listening audiences of network shows, and new advertisers are expected to participate in the plan, Mr. Fairbanks reported.

Gain in Coverage

"As of today," he asserted, "the total of 246 sponsored programs represents approximately 98% of commercial network shows which are cooperating with the network allocation plan of the OWI. A great many of these programs have come to us without waiting to be approached, immediately enlisting their time to war information themes. It is a gratifying demonstration of the patriotism of advertisers."

Mr. Fairbanks recalled that when the network allocation plan started operation in April 1942, there were about 160 commercial programs participating. Since that time, the audience coverage obtained under the plan has grown steadily as new radio advertisers joined in cooperating.

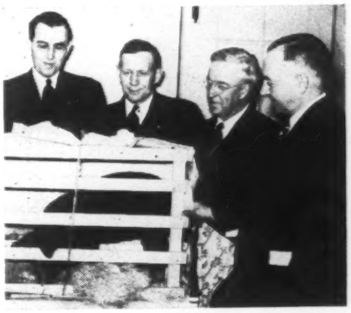
Thanks to the growth of the allocation plan, he pointed out, the OWI has been able to reach a larger and larger audience for important war messages and as a result radio has been increasingly effective in promoting public understanding and support of war aims.

Another important result of the growth of the network allocation plan is that it has enabled OWI to put a fourth campaign on the air when an emergency arises, without causing listener annoyance. As a rule, not more than three subjects are assigned during any week for war messages. Under the network allocation plan, messages are assigned once every four weeks on programs broadcast once a week and twice every four weeks on programs broadcast more than once a week.

The wider coverage obtained through the network allocation plan has thus enabled the OWI Radio Bureau to better serve the requirements of the war agencies whose needs increase as war imposes additional restrictions and makes greater demands upon civilian life.

Auto-Lite Starts Series

AUTO-LITE Battery Corp., Toledo, on Jan. 18 starts an institutional series on NBC entitled *Everything for the Boys* in the Tuesday 7:30-8 p.m. period, currently filled by Goodyear Tire & Rubber Co.'s *Salute to Youth* program. The latter show will go off NBC shortly after the first of the year and Goodyear is expected to launch a new variety program in its place on CBS. The Auto-Lite program will be dramatic in format.



TURNING TABLES, Iowa Master Pork Producers, whose members receive 25 annual awards from WHO Des Moines, gave J. O. Maland, vice-president and general manager of Central Broadcasting Co. station, a Christmas present at station's 1943 banquet Dec. 11. When Mr. Maland tore off holly paper, he discovered present was a purebred Poland China gilt, given him because he admits being "cow milking champion of the NAB". Admiring the gift are (l to r): Harry Linn, Iowa Secretary of Agriculture; A. J. Loveland, chairman, Iowa Agricultural War Board; Prof. E. L. Quaife, Iowa Agricultural Extension Service; Mr. Maland. Broadcaster has arranged with 14-year-old Lawrence Side, Polk County 4-H member, to "raise the critter".

AFM Says RCA and CRC 'Repudiated'

Union Brief Says They Had Agreed to Direct Payment Principle

CHARGES that Columbia Recording Corp. and RCA Victor Division of RCA agreed to the principle of direct payment to the American Federation of Musicians and later repudiated that agreement are contained in the answering brief of the AFM, submitted to the National War Labor Board panel last Monday by the Union's attorneys, Joseph A. Padway and Henry A. Friedman.

The AFM's reply followed the brief filed Dec. 9 by CRC, RCA Victor and NBC Radio Recording Division and a previous union brief filed the first week in December [BROADCASTING, Dec. 13]. With all briefs and replies now in its hands, the panel is expected to make its recommendations to the National Board in Washington within the next few weeks. The board may either adopt or reject the panel's recommendations or may hold further hearings of its own before rendering its decision.

Five Major Points

Five major points emerge from the 40-page AFM brief, the first being that RCA and CRC are the only holdouts to signing the AFM contract "reached with the help and assistance of the WLB panel" and acceptable to "Decca and the other transcription companies." The second point covers the objection by CRC and RCA to the "principle of a payment for each record made directly to the Union" and charges that the companies, after "acquiescence" to that principle, repudiated it "without giving any reason for their change of attitude."

The AFM brief further charges that CRC and RCA are "trying to invalidate the agreements made with the other companies by procuring an order to compel the men to go back to make records without any agreement for payment by these companies." Reason for this, the brief states, is that they hope to be able to create a "large backlog of recordings for use, not during the duration, but after the war in any conflict which they contemplate may arise with AFM after the war."

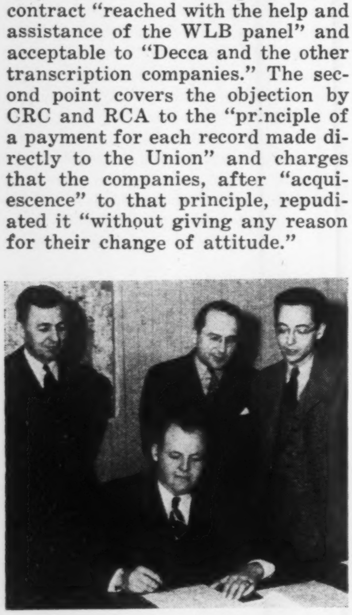
The fourth point brings out how, after "the companies repudiated their acquiescence to the principle of payment to the Union", they promised to submit a further proposal of settlement, but, after a meeting with the NAB, "they had no proposal to make." This confirms the recent charge by FCC Commissioner James L. Fly, the Union's brief declares, that "the NAB is merely a stooge for the two companies"—and that "whenever NBC and CBS are needled in any way, a cry goes up from Neville Miller, president of the NAB."

The final point contends that "the musicians would be left out in the cold" if the suggestion of RCA and CRC to amend the copyright law were adopted. Under such an amendment, the companies, as manufacturers of the recordings, "would have control and could impose the payment of a license fee to them by the users of the records." Even if "the companies saw fit voluntarily to pay any part of those license fees for the benefit of musicians," it would not help the musicians, the brief contends, "unless such payments were made for use in helping unemployed musicians."

Ask Dismissal

Summarizing the brief with the recommendation that "these proceedings should be dismissed," Mr. Padway and Mr. Friedman submitted the following reasons as a conclusion to the Union's answer: "The Union, therefore, respectfully submits that there is here involved no such dispute as is contemplated either by the executive order or the Smith-Connally act; that there is no such employee relationship as is contemplated by that order and act; that there has been and will be no interruption of work which contributes to the effective prosecution of the war and no substantial or other interference with the war effort; that these proceedings continued by the present companies after the settlement with Decca and the other transcription companies, not for, or in connection with any war effort, but solely in the personal interests of these companies for the creation of a backlog for use by them after the war.

"For these reasons and the other reasons given in this memorandum and appearing in the record, these proceedings should be dismissed."



FEEDING LOCAL INTEREST in basketball exploits of Oshkosh All-Stars, Krambo Food Stores, largest independent food chain in Wisconsin, has signed contract with WOSH for play-by-play broadcasts covering all games of team in National Professional League. All-Stars, sponsored by WOSH, has won several championships and two years ago was World's Champion. Signing contract is I. S. Kramlich of Krambo Stores. Looking on are (l to r): C. L. Kramlich, Krambo Stores; Ben Laird, WOSH manager and sportscaster; and Bob Nelson, commercial announcer.

Banks Find Radio Profitable Medium For Increasing Personalized Services

BANKS have been using radio with good results, a recent survey conducted by Financial Advertisers Assn. disclosed. Answers to questionnaires sent out by the FAA revealed that local advertising by radio has been profitable in promoting such banking services as personal loans, safe deposit rentals, new checking accounts and mortgage loans.

Following are some answers received by the FAA to its questionnaire:

L. L. Matthews, American Trust Co., South Bend, Ind.: "We use radio about nine months out of the year, eliminating the summer months. We believe that if radio gets results for large advertisers with tremendous budgets on a national broadcast chain, it will do a similar job in a local area. Test checks reveal the fact that we do gets results from this advertising medium."

K. Winslow Jr., Seattle Trust & Savings Bank, who was quoted in a recent issue of the FAA *Bulletin* as being personally opposed to radio advertising: "Our announcements merchandise many services which have a popular appeal, such as pay-as-you-go checking accounts, safe deposit boxes, night service on Friday evenings and bank money orders. The results are difficult to trace in an accurate fashion, but as nearly as we can tell, radio is a good medium for popular services."

Mrs. L. M. Butterfield, Coast Federal Savings & Loan Assn., California, which has used radio since 1936: "Our main theme in radio has been the nice, friendly, easy-to-deal-with Coast Federal staff, and the type of programs and individual programs have been chosen with this psychology in mind. Results? You bet."

Hennafoam Spots

HENNAFOAM Corp., New York, is running a two-week spot announcement campaign on WLIB WINS WHN WMCA WOV WPAT, in addition to its regular programs on WAAT and WNEW, to promote Hennafoam Shampoo. Drive started Dec. 20. Firm is expanding outside the New York area, having started a musical series on WCFL Chicago, in October. Programs in Boston and Philadelphia will be started after the first of the year. Agency is Arthur Rosenberg Co., New York.

Nine CBS Clien Renew 13 Sho

Six Broadcast on Full N All Effective by Jan. 5

NINE advertisers on CBS l week announced the renewal of separate programs, six of wh are heard on the full U. S. n work. All the renewals become fective on various dates betw Dec. 27 and Jan. 5. The six newed shows on the full netw are among the total of 53 progra presented on the full net by clients as of December 1943, C reported in its announcement.

The advertisers and the p grams being renewed are as f lows: Procter & Gamble Co., C cinnati—Jan. 3, *The Goldbe* (Duz); *Life Can be Beauti* (Ivory Soap); *Bernadine Fly* (Ivory Flakes, Crisco); *Perry M son* (Camay, Ivory Flakes), a *Ma Perkins* (Oxydol). Compt Adv., handles the first three, Pe lar & Ryan is the agency for *Per Mason*, and Blackett-Sample-Hum mert is the Oxydol agency.

Eight More

Wm. Wrigley Jr. Co., Chicago—Dec. 30, full network, *The Fir Line* (Wrigley products), throug Arthur Meyerhoff & Co.; Leve Bros. Co., Cambridge—Jan. 3, ful network, *Lux Radio Theatre* (toile soap), through J. Walter Thompson Co.; R. J. Reynolds Tobacc Co., Winston-Salem—Jan. 1, ful network, *Thanks to The Yank* (Camels, Prince Albert smoking tobacco), through Wm. Esty & Co.

Celanese Corp. of America, New York—Jan. 5, full network, *Great Moments in Music* (fabric products), through Young & Rubicam; Ironized Yeast Co., Atlanta—Jan. 4, full network, *Big Town* (Ironized Yeast), through Ruthrauff & Ryan; Curtiss Candy Co., Chicago—Jan. 1, full network, *Warren Sweeney* (candy products), through C. L. Miller Co.

Johns-Manville Corp., New York—Dec. 27, *Bill Henry—News* (insulation), through J. Walter Thompson Co., and International Silver Co., Meriden, Conn.—Jan. 2, *Silver Theatre* (International Sterling and 1847 Roger Bros. silverplate), through Young & Rubicam.

New Salt Series

INTERNATIONAL SALT Co., Scranton, Pa., at the conclusion of a cycle of participations on home economics programs on six stations in the East, will start a series of one-minute transcribed announcements on 17 eastern stations the first week of the New Year. Musical jingle featured in the announcement ties in with "Salty Salt", a nautical character introduced in a commercial company film some time ago, and featured in the firm's newspaper ads. Campaign theme is "No Shaker Clog". Jingles will be aired on an average of four times a week. Agency is J. M. Mathes Inc., New York.

Radio Weekly Pay Leads Again In 1943; Average Now Is $55.75

Weekly Payroll of 10 Networks, 815 Stations, Is $1,366,687. Average Pay 6.6% Over 1942

WITH average weekly compensation to fulltime employes of $55.75, as compared with $52.32 last year, a gain of 6.6%, radio apparently has maintained in 1943 its position in paying the highest average wages and salaries of any U. S. industry.

The annual report of the FCC on Radio Employment and Compensation reveals that during the week of Oct. 17, 815 standard broadcast stations and 10 networks employed 24,515 persons fulltime and 4,862 parttime. Total weekly payroll of fulltime employes was $1,366,687. Excluding executives, the average per fulltime employee was $49.50, or an increase of 7.3% over last year's average of $46.12.

Station employes in executive capacities were found to be receiving the following average weekly salaries: general managers, $132.73; technical, $67.15; program, $67.29; commercial, $102.49; publicity, $65.32.

In non-executive positions, station technical operating personnel averaged $48.53; announcers, $45.76; staff musicians $53.83; outside salesmen, $76.85. Writers averaged $37.60.

Network employes in the same categories receive average weekly compensation as follows: executive positions, general managers, $420.57; technical, $134.11; program, $180.34; commercial, $175.49; publicity, $128.33.

Network, non-executive: technical operating, $66.94; announcers, $71.35; staff musicians, $121.20; outside salesmen, $122.53. Network writers received $62.11. The average weekly network salary is $61.53.

Comparing station salaries by districts and regions, the average compensation of executive employes, fulltime, is as follows: Northeastern Region, $116.59; Great Lakes, $106.77; Midwest, $89.51; Pacific Coast, $88.90; Southeastern, $81.50; Mountain, $78.89; South Central, $77.53.

Average non-executive station employe salaries, by regions: Great Lakes Region, $51.57; Northeastern, $48.49; Pacific, $48.22; Midwest, $41.09; Mountain, $39.66; Southeastern, $37.13; South Central, $36.53.

The largest classification of parttime employes is that of "other artists," including 2,411 of the 4,862 listed in the parttime class. Networks and network-owned stations pay this talent group an average salary of $80.44 per week; stations, $30.25.

The 815 reporting stations pay the following average salaries to parttime employes in the executive class: general managerial, $77.64; technical, $26.38; program, $29.25; commercial, $48.75; publicity, $28.60; "other," $64.98. To parttime operating employes they pay a weekly average of $11.15; to parttime announcers, $13.14; to parttime musicians, $27.12.

Particulars	Total 10 Networks and 815 Stations			Networks including 9 key stations of major networks			Total Stations		
	Number	Compensation	Average	Number	Compensation	Average	Number	Compensation	Average
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)
Number of stations	......	....	......	......	....	......	......	806	......
Executives:									
General managerial	969	$141,856	$146.39	46	$19,346	$420.57	923	$122,510	$132.73
Technical	554	38,409	69.33	18	2,414	134.11	536	35,995	67.15
Program	518	38,814	74.93	35	6,312	180.34	483	32,502	67.29
Commercial	400	44,281	110.70	45	7,897	175.49	355	36,384	102.49
Publicity	119	9,474	79.61	27	3,465	128.33	92	6,009	65.32
Other	216	17,737	82.12	30	3,558	118.60	186	14,179	76.23
Total, executives	2,776	290,571	104.67	201	42,992	213.89	2,575	247,579	96.15
Employees (Other than executives):									
Technical:									
Research and development	92	6,996	76.04	45	4,329	96.20	47	2,667	56.74
Operating	4,383	227,617	51.93	809	54,154	66.94	3,574	173,463	48.53
Other	324	11,856	36.59	66	2,669	40.44	258	9,187	35.61
Program:									
Production	1,022	55,730	54.53	384	24,884	64.80	638	30,846	48.35
Writers	802	33,096	41.27	120	7,453	62.11	682	25,643	37.60
Announcers	3,072	144,786	47.13	164	11,702	71.35	2,908	133,084	45.76
Staff musicians	2,150	150,569	70.03	517	62,659	121.20	1,633	87,910	53.83
Other artists	1,386	88,553	63.89	704	48,817	69.34	682	39,736	58.26
Other	1,197	53,151	44.40	537	27,515	51.24	660	25,636	38.84
Commercial:									
Outside salesmen	1,348	110,540	82.00	152	18,625	122.53	1,196	91,915	76.85
Promotion and merchandising	592	30,636	51.75	361	19,895	55.11	231	10,741	46.50
Other	488	19,549	40.06	307	13,350	43.49	181	6,199	34.25
General and administrative:									
Accounting	937	34,342	36.65	266	10,366	38.97	671	23,976	35.73
Clerical	1,120	28,190	25.17	247	6,517	26.38	873	21,673	24.83
Stenographic	1,172	33,214	28.34	218	6,850	31.42	954	26,364	27.64
Other	1,248	35,765	28.66	594	18,515	31.17	654	17,250	26.38
Miscellaneous	406	11,526	28.39	51	2,674	52.43	355	8,852	24.94
Total, employees	21,739	1,076,116	49.50	5,542	340,974	61.53	16,197	735,142	45.39
Total, executives and employees	**24,515**	**1,366,687**	**55.75**	**5,743**	**383,966**	**66.86**	**18,772**	**982,721**	**52.35**

REPUBLIC BUDGET SET AT 2 MILLION

REPUBLIC PICTURES Corp. will spend upwards of $2,000,000 in advertising and publicity next year, it was announced following a sales conference in New York Dec. 16-17, attended by representatives from the Eastern and Central districts and Canada.

While the overall figure for promotion was not broken down by media, it was reported that radio would figure prominently in the advertising picture. Campaigns for projected films will be similar to promotion used for "In Old Oklahoma" and "The Fighting Seabees", in which Republic allotted $350,000 for radio spot announcements and other media [BROADCASTING, Dec. 13].

Among pictures to be promoted are "The Monster", "The Man From Frisco" and several big-budget specials starring Cowboy Roy Rogers. "The Fighting Seabees" will be released in January. Republic's agency is Donahue & Coe, New York.

WEIM Assignment

CONSENT last week was granted by the FCC for the voluntary assignment of the license of WEIM Fitchburg, Mass., from Ruben E. Aronheim, sole owner, to Mitchell G. Meyers, Ruben E. Aronheim, and Milton H. Meyers, copartners of a newly-formed partnership doing business as Radio Station WEIM. $12,788.88, book value of 66 2/3% interest in the licensee, is the amount involved in the transaction Each partner now holds 1/3 interest.

GEORGE THOMAS FOLSTER, NBC reporter in the South Pacific, will resume his news broadcasts from Guadalcanal, having returned from a tour to Adm. Halsey's headquarters and other South Pacific outposts.

FCC Findings Deny Three Applications

KFXM Granted Unlimited Time in Pre-Xmas Actions

ADOPTION of proposed findings of fact and conclusions was announced by the FCC last week proposing to deny the application of WROL Knoxville, Tenn., to modify its license and increase its nighttime power from 500 w to 1 kw. Action was taken on the ground that the proposed operation could not be considered a "fair, efficient and equitable distribution of radio service." (Sec. 307(b) of Communications Act.)

The proposed findings state that the increase in nighttime power would cause interference to KWFT Wichita Falls, Tex., and that those radio listeners in Knoxville who would be benefited by the change in power already receive service from another station which covers that area. It is also stated that radio listeners in the area of Wichita Falls would be adversely affected through loss of service from KWFT, only station assigned to Wichita Falls.

WMRO Denied

Proposed findings were also adopted by the Commission denying the application of WMRO Aurora, Ohio, for modification of its license to permit unlimited operation on 1280 kc, 250 w day and 100 w night, concluding that this operation would be inconsistent with the Standards of Good Engineering Practice as severe nighttime interference would be imposed upon the station. Denial was made without prejudice to the right of WMRO to file an application requesting unlimited time on 1490 kc, as this frequency may be available for unlimited time in the area.

The application of WBNY Buffalo, N. Y., for modification of license to change frequency from 1400 kc to 680 kc with 250 w, was denied at the same time by the FCC through the adoption of proposed findings which state that the proposed operation would result in a high nighttime interference limitation and would grant no improvement over the present nighttime service. It is also claimed that critical materials would be used; that objectionable interference would be caused to WLAW Lawrence, Mass., WPTF Raleigh, N. C., and WISR Butler, Pa.; and that the daytime service which WBNY would be able to offer in areas already served by other stations would more than be offset by the service losses in those areas currently covered by only one station.

The FCC also adopted at the same action an order making final the proposed findings of fact and conclusions granting the application of KFXM San Bernardino, Cal., for a modification of its license to change operation from sharing of time with KPPC Pasadena to unlimited operation on 1240 kc with 250 w.

Wheeler, White Mull Legislative Plan

Immediate Action Is Seen After Holidays

By BILL BAILEY

WITH TESTIMONY of 36 witnesses, supplemented by several written statements, still fresh in their minds, Chairman Burton K. Wheeler (D-Mont.) of the Senate Interstate Commerce Committee and Senator Wallace H. White (R-Me.), co-authors of the White-Wheeler Bill (S-814), plan to go into conferences during the holidays with a view of steering new communications legislation through the committee and subsequently the Senate shortly after Congress convenes Jan. 10. Both Houses adjourned last Tuesday until the second Monday in January.

Although most of the Senators and Representatives have gone home for the holidays, Senators Wheeler and White plan to remain close to their desks. Senator Wheeler asserted in the last week of hearings on S-814 [BROADCASTING, Dec. 20] that the committee would take up its study of international communications "after this legislation is out of the way shortly after the first of the year."

Immediate Plans

That the committee will recommend immediate remedial legislation, spelling out the limits of the FCC's powers and correcting existing confusion in view of the Supreme Court May 10 decision and the controversy over "the composition of that traffic," seemed imminent, with long-range law-writing to be postponed for the duration.

REPS RARELY are so completely burdened by station managers as in this charming scene, wherein H. Preston Peters is toting John M. Rivers, president of WCSC Charleston, across the threshold of the new Madison Ave., N. Y., offices of Free & Peters. Nor do station managers often have a chance, literally, to ride a rep.

"I'm rather encouraged as a result of the hearings," said Senator White, ranking minority member of the committee. "I have hopes of getting together with the chairman during the recess on something workable in the way of corrective legislation. Certainly I have learned a lot about radio from these hearings and I feel confident that all members of the committee have a better understanding of the problems facing broadcasters."

Added to the 2,197 pages of recorded hearings, which closed Dec. 16 after 28 hearing days, have been several supplemental memoranda. FCC Chairman James Lawrence Fly, in closing his testimony at the final session, told the committee he would submit a supplemental letter covering recommendations for legislation which he didn't touch in his verbal presentation.

Neville Miller, NAB president, said he would submit recommendations in addition to his oral testimony and written statement presented during the hearings. NBC also plans to file a few answers to 11th-hour charges hurled by Chairman Fly in his tirade against the "big networks." CBS already has filed for the record answers to five questions posed during the hearings. The network cited figures to show that in expanding its service to include added small stations CBS actually took a big cut in revenue.

Public Service

Also presented to the committee was a program breakdown disclosing that CBS broadcasts an average of 35¼ hours each week in "public service" programs, contrary to the inference of Chairman Fly that the networks were overlooking their "obligations in the public interest."

Another damaging denunciation of Chairman Fly's testimony that the Catholics brought pressure to bear on NBC to prevent cancellation of the *Catholic Hour* in favor of *Amos 'n' Andy* for commercial purposes was presented to the committee in a letter from Edward J. Heffron, executive secretary of the National Council of Catholic Men [BROADCASTING, Dec. 20].

Explaining that NBC last spring suggested that the *Catholic Hour* could be given more stations at 3 p. m., but that the NCCM, after considering the proposal, informed the network it would prefer to retain the 6 p. m. time, Mr. Heffron wrote Senator Wheeler:

"Our transcript of the testimony before your committee seems to suggest that NBC may have accepted this decision of the NCCM board only as a result of organized efforts by Catholic groups to persuade them to do so. Actually the negotiations were private, entirely between the NBC and the National Council of Catholic Men. NCCM released no word concerning the matter, either during the pendency of negotiations or afterward, to individuals, groups, newspapers or magazines. I trust this statement will serve to avoid any possible misunderstanding of the matter."

In its supplemental statement submitted for the record, CBS set down replies to five specific questions which had been "touched on, to some degree, in the proceedings." (1) Has the growth of radio in the U. S. tended toward centralization of control, or toward diversification of control? (2) Has network service resulted in any affiliated station becoming a mere "spigot" for network programs? (3) Has prosperity reduced the number or quality of public service programs on the networks? (4) How does the network treat the small stations—in terms of dollars and cents? (5) How much economic strength has a successful network?

Monopoly Charges

"The FCC has made recurring use of the word 'monopolistic' in its published documents, its public statements and in its testimony before the committee," said the CBS supplement. "The casual impression which this constant reiteration might easily create is that the growth of radio broadcasting has been marked by a definite monopolistic trend."

In reply to question 1 CBS pointed out that major network companies have multiplied by 400%, regional networks by more than 1000,% while individual stations have increased 70% in the last 15 years, adding to radio's "internal competition". In the same 15 years total advertising expe tures have decreased about 20 the statement added.

"Moreover the network's to share of radio billings has stead declined from 73% (in 1928) 43% (in 1942) while the statio local billings have increased fr 27% to 57% of the industry's tal," the committee was inform "This means that individual s tions have competed more succe fully than the network for t advertiser's dollar. The statio not the networks, have received larger and larger share of the t tal amount of money spent for r dio advertising—and this does count the stations' increased inco from the networks themselv which, if added to the final figur would increase the stations' sha of total income to about 80%."

Competition for listeners h played an important part in ne work operations, the stateme continued. Summing up the answe to question 1 CBS told the commit tee: "It is doubtful if any othe industry in America has so clear cut a record of moving steadil toward decentralization of contr and into more and more vigorou competition."

Network Service

To question 2 the statement said "The average CBS affiliated statio today fills 40.9% of its own time—about 7½ hours per day—wit non-network programs. In sma communities stations depend largely on networks for program servic

(*Continued on page 54*)

Republicans More Consistent Attenders At Senate Radio Legislation Hearings

GREATER interest in hearings on the White-Wheeler Bill (S-814), which closed Dec. 16, was manifest by Republican members of the Senate Interstate Commerce Committee, than the majority Democrats, a tabulation of daily attendance disclosed. A total of 36 witnesses appeared before the committee, the majority favoring new communications legislation.

637,000 Words

Senator E. H. Moore (R-Okla.) holds the attendance record. He missed only three of the 28 sessions, which began Nov. 3. Chairman Burton K. Wheeler (D-Mont.) and Senator Wallace H. White (R-Me.), co-authors of the measure to revamp the Communications Act of 1934, each attended 24 meetings. Senator Wheeler was absent Dec. 8, 9, 10 and 14 during a flu attack, while Senator White failed to attend Nov. 22, 23, 24 and Dec. 4, the latter the only Saturday hearing conducted.

Hart, Dice & Harkins, Washington shorthand reporters, recorded 2,197 pages of testimony, embracing 637,130 words. That included some statements which were filed for the record but which were not read. Average length of each hearing was 2 hours, 15 minutes, for a total of 63 hours. Wordage went into the record faster than the average radio newscaster speaks.

Eight persons were employed for a total of 18 hours a day compiling the massive record upon which the committee will base communications legislation. Three operators worked in shifts of less than an hour each, while five other employes transcribed and typed the record. The stenographers and their staff worked until 4 a. m. on each day's record, completing mimeographed copies for committee members.

Composite attendance figures show that the Republican minority members attended a total of 11 hearings, while the Democrats had but 95 to their credit. At 14 hear-

(*Continued on page 55*)

It's Cost-per-listener That Counts!

Radio advertisers who keep close to fundamentals, who demand measurable results, have been responsible for W-I-T-H's success in Baltimore. Local merchants, who must hear that cash register ring the next day, drug merchandisers with careful cost-per-sale tables, food advertisers with sharp pencils . . . these are some of the advertisers who know that it is the "cost-per-listener" that counts . . . these are the astute merchandisers who have proven that W-I-T-H does a great job in Baltimore.

W-I-T-H

THE PEOPLE'S VOICE IN BALTIMORE

ON THE AIR 24 HOURS A DAY—7 DAYS A WEEK

TOM TINSLEY, President

Represented Nationally by Headley-Reed

Forced-Sale Victims Given Relief by Clark Amendment

Repercussions to FCC Order 84-A Expected When Senate Debates 1943 Tax Bill

REPERCUSSIONS to FCC Order 84-A, banning multiple ownership of stations [BROADCASTING, Nov. 29], are expected in Congress next month when the Senate debates the Revenue Act of 1943 (HR-3687).

An amendment by Senator Bennett Champ Clark (D-Mo.) to exempt from capital gains taxation, radio property involved in sale or transfer under Commission rules, has been adopted by the Senate Finance Committee in face of Treasury opposition.

Would Protect Owners

Senator Clark introduced the amendment (Sec. 116) Dec. 16 just before the Finance Committee went into executive session to consider the House bill. He proposed the provision, it was understood, as a "protective measure" for stations affected by the FCC order.

Under the Clark amendment the "sale or exchange of property required by the FCC by order or as a condition to the granting of an application for a construction permit, for the transfer of control, or for the assignment or renewal of any license shall, if the taxpayer elects . . . be treated as an involuntary conversion of such property."

When he introduced the amendment, Senator Clark had in mind KGBX and KWTO Springfield, Mo., now under FCC mandate to separate by Jan. 1. The stations, although licensed to separate corporations, are controlled by the same interests, Lester E. Cox, H. S. Jewell, R. D. Foster, the Bixby family et al. Senator Clark's office said the Missourian had been informed that "some 50 other stations," affected by the FCC order would have to be sold by next June 1.

"We contend that where the Government forces a broadcaster to sell a station which he otherwise would retain, that broadcaster should not be forced to pay taxes on capital gains," said a spokesman for the Missouri Senator. The treasury, however, has taken an opposite viewpoint, contending that regardless of whether the sale is voluntary or forced by a Government agency, capital gains should be taxed.

So far as could be learned the FCC has taken no stand on the Clark amendment which would be applicable effective Jan. 1, 1943. Complete text of the proviso, which was added to Sec. 112, follows:

(m) GAIN FROM SALE OR EXCHANGE PURSUANT TO ORDERS OF FCC—The sale or exchange of property required by the FCC by order or as a condition to the granting of any application for a construction permit, for the transfer of control, or for the assignment or renewal of any license, shall, if the taxpayer elects to have the benefits of this section, be treated as an involuntary conversion of such property subject to subsection (f) and the part of the gain, if any, which is recognized after the application of such subsection shall nevertheless not be recognized to the extent that it is applied to reduce the basis for determining loss upon sale or exchange of property, of a character subject to the allowance for depreciation under section 23. (1), remaining in the hands of the taxpayer immediately after the sale or exchange, or acquired in the same taxable year. The manner and amount of such reduction shall be determined under regulations prescribed by the Commissioner with the approval of the Secretary.

The election of the taxpayer to have the benefits of this subsection shall be made by a statement to that effect in his return for the taxable year in which the sale or exchange takes place (or, with respect to taxable years beginning before Jan. 1, 1944, by a statement to that effect filed within six months after the effective date of the Revenue Act of 1943 in such manner and form as may be prescribed by regulations by the Commissioner with the approval of the Secretary) and such election shall be binding for all subsequent taxable years.

OWI News Chief

APPOINTMENT of Dowsley Clark as chief of the News Bureau of the OWI Domestic Branch was announced last week by Palmer Hoyt, OWI Domestic Director. Mr. Clark succeeds Charles L. Allen, who is returning to Northwestern U. where he is assistant dean and director of Medill School of Journalism. Mr. Clark was formerly assistant to the regional director of the War Production Board in Chicago. Previously, he headed the OWI regional office in Minneapolis, which was abolished last summer along with other field operations.

HEATH, HAMMOND DUNLAP PROMOTED

IN A REALIGNMENT of promotion and public relations executives, RCA and NBC announced last Thursday that Horton Heath, director of advertising and publicity of RCA, moves to NBC where he becomes assistant to Frank E. Mullen, vice-president and general manager. Orrin Dunlap, Mr. Heath's chief assistant, takes over as RCA director of advertising and publicity, Mr. Heath's post.

Appointments are effective Jan. 1.

Charles Parker Hammond becomes NBC director of advertising and promotion, succeeding Charles B. Brown, who on Jan. 1 becomes advertising director of the RCA Victor Division of RCA [BROADCASTING, Dec. 13].

Graduating from Cornell U. in 1931, Mr. Hammond was associated with three publications before joining the Bureau of Advertising of the American Newspaper Publishers Assn. He started on the editorial staff of the *New York World*, later moving to the *New York Post* and subsequently to the *Literary Digest*. During his association with the ANPA bureau of advertising, Mr. Hammond was for two years promotion manager, and then became assistant to the research and promotion director, a post he held until Jan. 1, 1943 when he joined NBC.

Cities Service Renews

CITIES SERVICE Co. has renewed its contract with Lucille Manners for her eighth year on the *Cities Service Concert*, heard on NBC Fridays 8-8:30 p.m. Contract was negotiated through the National Concert and Artists Corp. Foote, Cone & Belding, New York, is agency.

Tubes for Civilian Receivers Are Scheduled by the WPB

EFFECTIVE ACTION in the civilian radio tube problem is now guaranteed in the announcement last week by the WPB Radio & Radar Division of a definite program for the production in the first quarter of 1944 of at least 4,500,000 critical types of tubes.

These tubes, for household sets, are being scheduled for production in sizable quantities by plants best equipped to make them, the Domestic & Foreign Branch of Radio & Radar Division said.

It is pointed out that this civilian tube program may not be a complete solution for the home set maintenance problem, but it should put back into service thousands of sets which have been "blacked out" by the inability of their owners to secure needed tubes, according to WPB. It is expected that the tubes will continue to reach civilian outlets in increasing quantities as the new program gets under way.

Sources acquainted with the tube manufacturing procedure are of the opinion that only about 30 days will elapse before the scheduled types begin to reach distributors.

The "hard-to-get" types which are now being pushed include the following: 12-SA-7, 12-SQ-7, 12-SK-7, 50-L-6, 35-Z-5, 35-L-6, 1-H-5, 1-A-7, 80,—and other critical types which have not been produced in sufficient numbers due to pressing military requirements. All of the foregoing type will bear a suffix, "GTG". They will be marked "M-R" for exclusive use for maintenance, repair and operating supply purposes and cannot be sold on rated orders, thus preventing their diversion from civilian channels under Limitation Order L-265.

Cooperation of radio servicemen and dealers is expected in seeing that these tubes first reach those householders who have no sets in operation due to lack of tubes.

Lysol Spot Seri Ties in With F

L & F Announcements to R Until Epidemic Passes

LEHN & FINK Corp., New Yo will advocate the use of Ly as a household disinfectant in projected spot campaign tyi in with the flu epidemic. Schedu was still incomplete by the midd of last week due to the shorta of availabilities in the markets lected, but it was expected to sta sometime this week, according Lennen & Mitchell, New Yor agency handling the product. L & used spot radio for Lysol for sim lar emergencies in the past, su as the Mississippi flood.

An important and little-know fact about the flu virus is broug out in the live announcemen which will run one to three time daily about five days a week o stations in from 15 to 20 market throughout the country, if th schedule goes through as planned.

Runs Week-to-Week

Urging householders to use Lysol in "laying" the dust in the home, the commercials point out that the flu germ dispersed by a cough or sneeze can remain active for as long as six weeks as a source of infection to those in the home. Campaign will run on a week-to-week basis, until the emergency is considered passed.

Pending start of the spot campaign L & F on Monday, Dec. 20 inserted a cow-catcher for Lysol on *Blind Date*, BLUE program used to promote the company's Etiquet deodorant and Hinds Honey & Almond Cream. Hitchikes or cowcatchers for the disinfectant will be included in this series from time to time as long as the situation warrants it, according to Wm. Esty Co., New York, agency handling the BLUE program for L & F. Starting Dec. 17, and continuing through Feb. 28, the program promotes a new L & F kit, "Hinds Beauty Bargain", it was learned.

Groups Meet OPA

OPA announced last Thursday that its Radio Receiver Tube and Battery Manufacturers' industry advisory committees met Dec. 15, 16 in Washington to discuss control of price levels in the fields. Chairman of the tube committee is M. F. Balcomn, vice-president of Sylvania. A. E. Barash, of Bright Start Battery Co., was temporary chairman of the second committee.

Censorship Denial

THREE Washington sources stated last week they were not familiar with reported plans to censor speculative stories dealing with a second front in Europe. President Roosevelt, Office of Censorship and War Dept. all stated they were not aware of the purported plans to ban broadcasting and publication of such stories.

national figures presented LOCALLY ... make WXYZ a great station!

Edgar A Guest

America's best-loved poet-philosopher, recently completed a *ninety-one* weeks' series for Michigan Made Pure Sugar over WXYZ and the Michigan Radio Network.

Time Sales to Continue Upward in 1944

Music and Limits Of Clock Are Problems

(*Continued from page 9*)

tobacco products account for most of radio's income and form a solid base that goes on through war and peace, good times and bad. The tax situation is favorable to advertising and apparently will continue to be. The shortage of paper has produced a rationing of publication space that has encouraged many advertisers to make initial or increased expenditures in radio.

During 1943, networks have had a rush of institutional business, resulting in the sponsorship of even such supposedly untouchable programs as the 12-year-old New York Philharmonic Symphony Sunday afternoon concert broadcasts on CBS, which since last May have been presented under the aegis of U. S. Rubber. General Motors is now sponsoring the NBC Symphony broadcast and Allis-Chalmers Mfg. Co. on Christmas began sponsorship of the Boston Symphony Orchestra on the BLUE.

Selling Copy to Return

None of those companies have much, if anything, to sell to civilians. Neither have most of the other institutional advertisers who have turned to radio to keep their names alive until the time when they can again turn to the manufacture of peace-time products. But a reversal has started and it should continue at an accelerated pace during 1944, when we may begin to see some of these advertisers change their commercials from institutional to straight sales copy.

The institutional advertisers who are using radio include a number of organizations with public services to promote, such as the Electric Companies Group, now using CBS' *Report to the Nation*, or the Council on Candy as Food in the War Effort and the American Dairy Assn., both with Sunday quarter-hours on NBC. These programs are likely to continue into the post-war era with unchanged listener approach.

Spot Increase Noted

In the national spot field, 1943 saw acceptance of this medium as a regular means of advertising by the motion picture industry, with a number of the big picture producers who formerly used spot radio only on rare occasions now including a spot campaign in the exploitation program for each new picture. Otherwise, national spot in 1943 was pretty much a "more of the same" affair, with some new brands of foods, vitamins, cough drops and other package goods entering this field and increased use of spot by old advertisers.

On a local or regional basis, radio was used widely and with considerable success to broadcast "help wanted" or "classified" copy. In all parts of the country war plants have advertised extensively for more workers via radio, ranging from such giant organizations as U. S. Rubber and Bethlehem Steel to a local biscuit baker in Pennsylvania. Department stores have used local campaigns to recruit help for the Christmas rush.

The "used-car" buyer, broadcasting his appeals to A-card auto-owners to sell their cars to war workers requiring them for transportation, is another radio advertising war baby that has produced much station revenue in 1943. In New York, legitimate theatres, motion picture houses, restaurants, night clubs and summer resorts have been more active in radio than in former years.

Spots Lighten Fare

The over-all increase in spot business has had some effect in breaking up the solid formula of one-minute announcements which to many advertisers has been synonymous with spot radio. Chain and station breaks have been widely used by advertisers who could squeeze their commercials into 20 or 30 seconds. The Rinso White spots are a good example of this.

Other advertisers have purchased five-minute or quarter-hour news programs, with a number of station representatives reporting news availabilities almost as difficult to get as one-minute announcement time. An increased use of participations and of five-minute or 15-minute segments of musical clocks and other locally produced programs was reported. Several reps said that the spread of local rating reports, showing the comparative audiences of all stations in the community, supply proof of audience and have helped them to sell these station shows.

GLOBAL TALES are told by Maj. Paul Clark (r), engineer on leave from the NBC Central Division, to his former boss, Howard C. Luttgens, chief engineer for NBC in Chicago, about his adventures in the South Pacific war theatre. Maj. Clark, as radio officer of the U. S. Army forces, travelled more than 20,000 miles in keeping communications open in that arena.

The settlement of the musicians' strike against most of the transcription companies has not yet resulted in any such transcription campaigns as Coca-Cola's *Singin' Sam* was before the AFM walkout in 1942, but it is probably too early for any such to appear. A few of the daytime serials are again being transcribed from the network studios for supplementary use in other markets, however.

Status of 'Overflow'

Difficulty of time clearance on major stations in major markets has produced a volume of "overflow" business for secondary stations and markets, a trend which some representatives expect to grow in 1944. Several agency radio men, however, expressed disappointment with results produced by these small stations and predicted that their accounts might switch to network programs if better spot time does not become available. The representatives of small stations, to the contrary, stated that most of their advertisers are renewing and that results are generally considered satisfactory when compared with those from major stations on a cost basis. One rep predicted an increase in availabilities for national advertisers after the first of the year, when local merchants have concluded their annual pre-Christmas radio campaigns.

Indicating the difficulty of obtaining one-minute announcements, two New York stations reported a complete sell-out of this kind of business. One of these stations said that in 1943 it turned away 30% more announcement business than in 1942, with both years sold solid, a new contract invariably becoming effective whenever one expired.

Sees Plenty of Time

A contrary view was expressed by another New York broadcaster who declared that the war had killed the belief that radio was limited by the clock whereas publications could always add pages. Paper shortages plus the increased demands of advertisers, he said, have forced the broadcasters to expand and revamp their former operating schedules and have proved that time formerly considered unsalable can, with good programming, produce real returns for advertisers who have been willing to pioneer. The thoroughness with which the broadcasters learn this lesson now will largely determine their ability to cope with post-war conditions, when pre-war advertisers return and the current war-time accounts will vie for station time. He added that even then a smart broadcaster need not hang out the SRO sign.

Post-war planning seems still to be largely in the front-office conference stage; at least, it has not as yet had any visible effect on the buying of radio time. Executives of major food, drug and automotive companies agreed with agency network and station sales executives that most post-war plans are rather nebulous at the moment, although there were some statements of specific plans for expanding both distribution and advertising on an international basis as soon as feasible after the end of the European part of the war.

In the drug field, for example, it is interesting to note that the Proprietary Assn. of America, as part of its annual meeting, to be held in New York in May, has scheduled an advertising clinic at which representatives of radio, newspapers, magazines and possibly other media will be invited to present plans for post-war advertising by the drug industry. Drug companies which entered Latin American markets earlier, expanded their advertising in those countries last year, with Sterling Drug, for example, now using announcements and/or programs, as well as newspaper schedules, in every major market below the Rio Grande.

Possibly of post-war significance is the realignment of major accounts among agencies during the last few months. Especially conspicuous are such companies as Chrysler, Ford and General Electric, all faced with major conversions from war to peace production as soon as fighting ceases and all companies which have recently made drastic alterations in their agency line-ups.

One electric supply and electronic company is beginning work on its post-war problems by launching an extensive spot campaign and delegating to its salesmen the task of contacting local stations throughout the country, giving its men a chance to become acquainted with local markets as they set the radio plans.

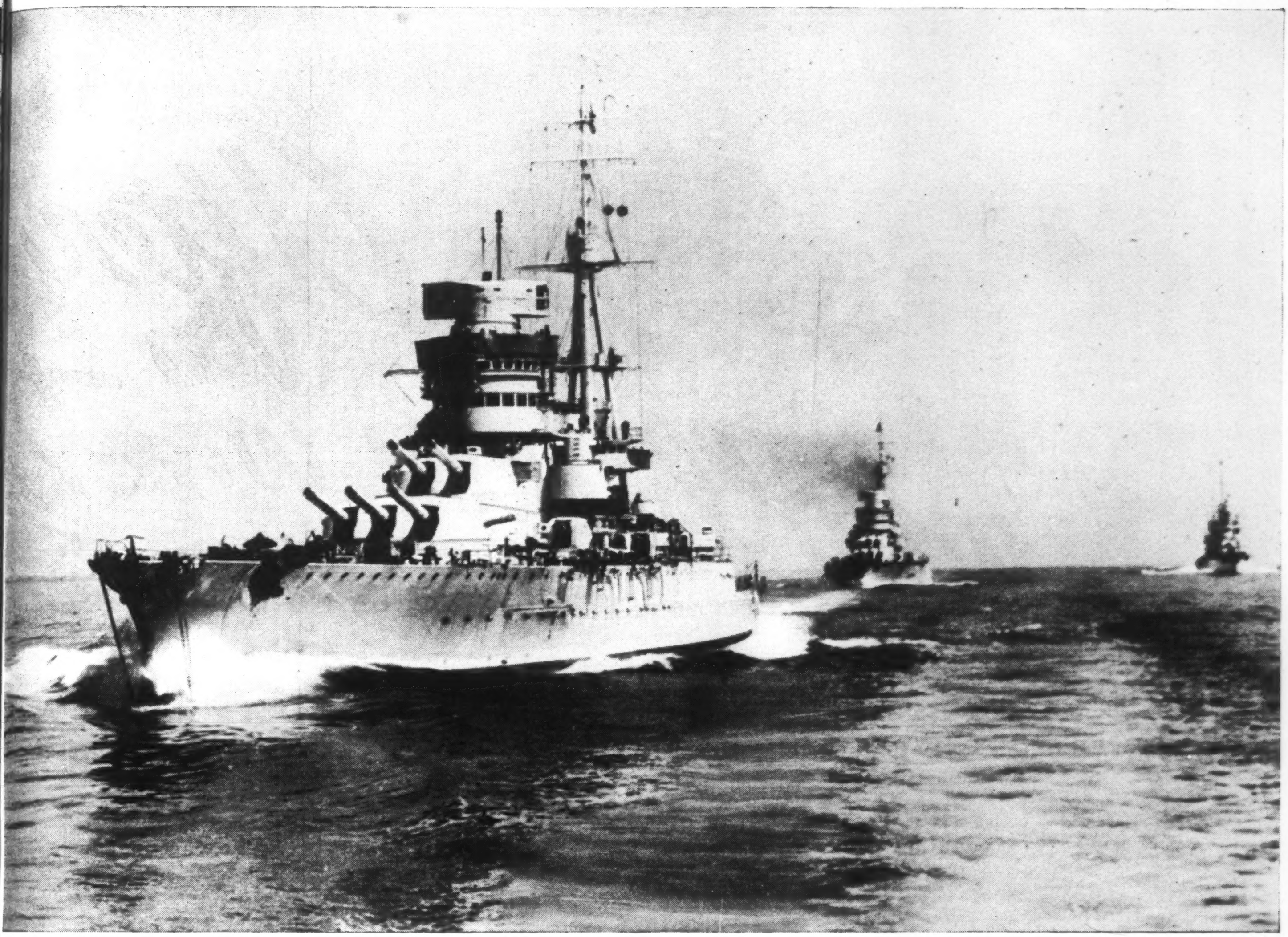
Unrationed Foods Pushed

Food companies for the most part reported increased radio expenditures in 1943. The only effect of the war on their advertising seemed to be a promotional emphasis on such unrationed items as cereal, coffee, bread and soya products. One agency executive pointed out that if the war in Europe should suddenly end early next year, distributors of such staples as sugar, flour, dehydrated soups and vegetables might be forced to curtail domestic advertising because of the quantities of these goods which would be sent abroad to feed the European peoples.

No significant changes in time buying or program plans as a result of economic or governmental trends were noted by the advertising agencies, except that the general increase in time and talent budgets is probably due in some measure to the present favorable

(*Continued on page 22*)

XUM



Surrendered . . . to an old radio transmitter

Italy was tottering . . . collapse of Mussolini's regime seemed imminent. But what of the Italian fleet at sea? Could something be done to bring it into an Allied harbor?

Naval commanders of the Allied forces hoped so; turned to R. Morris Pierce, chief engineer of WGAR, on leave to the OWI and stationed in the Mediterranean area. "Could terms of surrender be broadcast so all the Italian fleet would hear?" they asked.

There could be no guarantee the Italians would hear such broadcasts, Pierce advised, unless . . . unless terms might be flashed on the international distress frequency to which all ships constantly listen.

No suitable transmitter was available, but Pierce volunteered to retune an old one to a frequency on which it had never been designed to operate . . . a difficult task, even under the most favorable conditions. A few hours later, the terms of surrender were on the air!

The rest of the story is history. And, as Admiral Sir Andrew Browne Cunningham of the British navy watched the Italian fleet peacefully steam into Malta harbor, he paid a tribute to Americans and to American Radio. "They've accomplished in one day," he said, "what I've been trying to do for three years."

We of WGAR are proud that our fellow worker played such an important role in the surrender of the Italian fleet. We are proud, too, of our other men and women in the service . . . of our engineers who are working as instructors and technicians, our writers, announcers, production men, stenographers and salesmen who serve Uncle Sam . . . for these are the kind of folks who will help Radio play its part in winning the peace as it now is helping to win the war.

WGAR
THE FRIENDLY STATION
Cleveland

RADIO
IN SERVICE OF HOME AND NATION

BASIC STATION
COLUMBIA BROADCASTING
SYSTEM

G. A. Richards, Pres. . . John F. Patt, Vice Pres. & Gen. Mgr.
Edward Petry & Company, Inc., National Representative

After
who'll buy what

SO it's going to be a platinum-lined, plastic-coated, helicopter-flying Post-War World?

Maybe it is... when things get settled down. But this much we know *now.*

Comparing pre-war competition to post-war competition is like comparing muted violins to a brass band.

The Manufacturing Plant of America will be tremendous. Competition will be keener than ever before. Vastly expanded war plants will cast about *into other industries* for new outlets and markets.

New methods, new products, new materials, new packages *and new names* will come into being. The American consumer will have a greater choice, greater variety, better quality and eventually lower costs than ever before.

Nobody can hold back the hands of the clock of Progress.

Just as new and greater products and trade marks came out of World War I, they will come out of World War II.

Just as older, solidly established companies and products were outrun after 1919, so they may be outrun after this war.

Who'll buy what, from whom?

Scarcities of consumer goods, by bringing on an artificial *seller's market,* have lulled many a manufacturer into a blissful dream.

Where once people weighed, sifted, compared and shopped, now they must take almost anything they can get in many lines.

But after the war? Competition will turn the picture upside-down. Post-war competition will put the *buyer* in the saddle, with the whip of supply-and-demand in his hand.

And the manufacturer whose advertising fails to *get out and dig* (no matter how good

Ruthrauff & Ryan Inc.

ADVERTISING

the War
...from whom?

the product) may well starve in the midst of plenty.

When the going was tough

The progress of Ruthrauff & Ryan was greatest during the "depression years." Against all economic trends and business conditions, the billings of this agency *climbed* from 1929 (when we already had been in business 17 years) through 1943.

Today our business is five times the 1929 figure . . . and our own progress is the reflection of our *clients'* progress.

In the successes of our clients, as well as in the factual, down-to-earth Ruthrauff & Ryan story, you may see new light on your own post-war problems . . . how your own advertising may be geared to your production, to meet the post-war brass-band competition.

We would welcome the opportunity of telling you this story.

OFFICES IN

NEW YORK	**CHICAGO**
DETROIT	SAN FRANCISCO
ST. LOUIS	SEATTLE
CINCINNATI	HOUSTON
HOLLYWOOD	TORONTO

Clients of
RUTHRAUFF & RYAN

- Acousticon Hearing Aids
- Allen Edmonds Shoes
- Alligator Raincoats
- Allstate Insurance
- American Airlines
- Auto-Lite Batteries
- Auto-Lite Spark Plugs
- Autopoint and Realite Pencils
- Bay Manufacturing Co.
- Bild-A-Set Toys
- Binyon Optical Co.
- 'blue coal'
- Blue-Jay Foot Products
- Bozeman Canning Company
- Bromo-Seltzer
- Brown-Forman Distillers Corporation: Old Forester, King Black Label and Early Times Whiskies
- Canadian Pacific Railway Co.
- Chrysler Corp. (Dodge Div.) Dodge Passenger Cars
- Chrysler Corporation (Institutional)
- Dictograph Interior Communication Systems
- H. Fendrich, Inc.
- Florence Stoves
- French Lick Springs
- G. Washington's Instant Coffee and Cafémelo
- The Gilmore Oil Co.
- The Globe-Wernicke Co.
- Goodall Fabrics
- Griesedieck Bros. Beer
- Interstate Brewery Co.
- Ken-L-Ration Products
- Krim-Ko
- La Corona Cigars
- Lever Brothers Co.: Rinso, Spry, Lifebuoy Health Soap, Lifebuoy Shaving Cream, Covo
- Lever Brothers Ltd. (Canada): Rinso, Lifebuoy, Lifebuoy Shaving Cream, Sunlight
- Marcus Campbell Co., Publishers
- Arthur Murray School of Dancing
- Noxzema
- Oshkosh B'Gosh Overalls
- Pall Mall Cigarettes
- Palm Beach Suits
- Prest-O-Lite Batteries
- The Quaker Oats Company: Quaker Oats, Mother's Oats, Quaker Oaties and other cereal products
- Radio Corporation of America, Radios, Phonographs, Television Instruments
- Red Arrow Proprietaries
- Reliance Mfg. Co.
- Rhythm Step Shoes
- Robt. Reis and Co.
- Ruppert Beer and Ale
- Savings Banks Association of State of N. Y.
- S. A. Schonbrunn & Co., Inc.
- Southern Select Beer
- Sterling Beer and Ale
- Toledo Steel Products Co.
- U. S. School of Music
- Universal Zonolite Insulation
- Virginia Dare Wines
- Wadsworth Watch Case Co.
- Wheeler-Osgood Lumber Products
- Wolverine Work Gloves and Work Shoes
- Wm. Wrigley Jr. Co.

(*Continued from page 18*)

tax situation. One agency said it was lining up network replacement shows for the war-flavored programs it now sponsors, so that a replacement can be made without fumbling or delay whenever world events may require.

New Products Expected

A large percentage of advertisers now on the air are known to be developing new products which can be introduced to the public in the post-war era on either the sponsors' current or new programs. The Government has already released some manufacturing plants from their war commitments and permitted them to resume the production of goods for civilian consumption, a trend that is expected to develop rapidly in 1944. Optimistic reports that tires for civilian motorists will be on the market by spring were current in New York last week.

War's end, even conclusion of the conquest of Germany, will undoubtedly increase competition among advertising media as well as products advertised. Paper will be less limited, FM and television stations will spring up to offer time to advertisers, but few of those interviewed by BROADCASTING had any fears that increased competition would for years to come be large enough to offset the increased business radio will immediately receive.

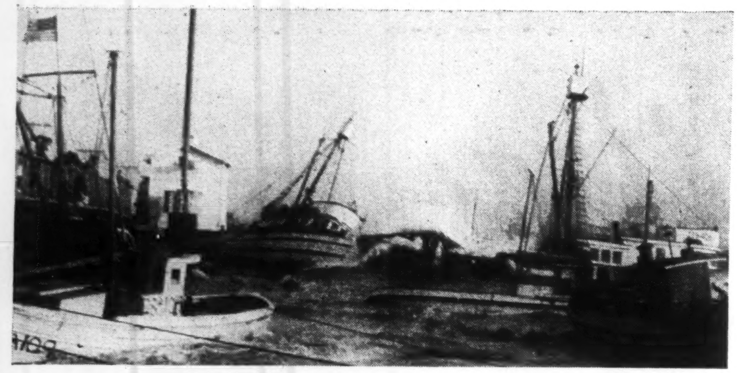
Political business, usually a major industry topic of conversation on the eve of a Presidential election year, was not mentioned by any broadcaster until asked about it. Consensus was that in 1944 it will be more of a problem than a profit, as candidates usually want their major speeches broadcast at time, generally a mid-evening hour, that has been sold to a commercial sponsor. The latter grudgingly gives up the time, leaving the station or network apologetic without adding a dime to its income.

CHICAGO

By JAMES J. McGUINN

THE SHAPE of things to come casts a large shadow on radio in 1944, according to opinions gathered from agency, sponsor, network, representative, station and technical leaders in Chicago, who base their beliefs on experiences of 1943.

That sponsors are spending money that could otherwise go into the excess profits tax, is generally agreed upon, but other factors are brought out to account for the 1943 upsurge and the anticipated 1944 boom. One reason cited is that newspaper space is at a premium. Another that sponsors are devoting 50% of their commercial time to the promotion of war effort material. Still another is based on what happened after World War I to products that failed to keep their names before the public.



RADIO'S FIRST ship-wrecked station transmitter stands precariously at left, after the Dec. 9 65-mile gale had lashed the California coast. Two of the large purse-seine boats were blown to within a few feet of the KDON Monterey transmitter house on the beach, and several smaller boats jammed the pilings around the house and tore away the bracings. No air time was lost, and the antenna's structural strength and operating efficiency were not impaired.

One agency man asserted that "advertising will continue regardless of the fact that demand outweighs the supply," adding, "This war isn't going to last forever, and all large establishments are anxious to keep their trade names alive. The market is flooded with substitute products which I believe will go out of business in normal times and competition. For instance, certain chewing gums. There's no quality, but there is quantity. Even with advertising, products like that won't stand up.

"Companies aren't buying time just to spend money. There is a real and necessary need for advertising now."

Compete for Media

As for changes in merchandising and promotion, John A. Martin, advertising manager for Montgomery, Ward & Co., Chicago, who places 5½ million dollars worth of advertising for his company annually, declared:

"Merchandising methods are definitely undergoing a change. In spite of the fact that companies are advertising miraculous new products to blossom out after the war, the public will not be much surprised to learn that these products will not be available immediately. Firms will manufacture the last model they turned out, until manufacture can catch up with new ideas.

"Many industries have advertised extensively in order to relieve their tax output, I believe. On a trend from net to spot or vice-versa, I don't think there has really been a shift. The well-known establishments are continuing with their usual radio programs, and recent entrants in the business world have snatched the available advertising media."

Sidelight on the sponsors' reaction to availabilities were observations by George Duram, media director and radio time buyer, H. W. Kastor & Sons, Chicago, who said, "From all indications our advertisers expect to use just as much radio time in 1944 as they have this year. Significant for 1944, too," he added," is the increasing trend of seasonal advertisers to stay on the air for 52 weeks in order to keep their time."

Would Clear Option Time

June Rollinson, timebuyer for the Russel M. Seeds Agency, Chicago, revealed a trend from spot advertising to network time. "Sponsors are buying larger network accounts," Miss Rollinson said. "For the most part companies are influenced by taxation in their budget boost. Radio is packed at this time. The only way out that I can see would be a clearance of station optional programs."

Howard H. Wilson, Chicago station representative, maintained there has been no change in the listener reaction to radio. Said he, "Business is good. All the stations are filled to capacity. As for programs, the public is news conscious. Sponsors manufacturing materials now unavailable will continue to promote goodwill. Many are setting up patterns to fit immediately on cessation of war into their plans for advertising postwar products."

Program Changes

However, an indication that the public taste in programming is changing was brought out by Walter Preston, program director of CBS' Central Division, who said, "The public seems more interested today in education than ever before. Music, too, seems to be undergoing a change, with a definite trend being exhibited toward "sweet" music, and so-called "hot" bands recently adding string instruments to their orchestras."

E. R. Borroff, vice-president of the BLUE and general manager of its Central Division, saw no indications that sponsors or agency heads were influenced at this time by Washington rulings or wartime uncertainties. "Sponsors," he said, "are buying more shows and larger networks, the latter probably due to the fact that all networks are endeavoring to extend the service of high grade sponsored programs to all their affiliates."

As for listeners' reaction to dio, Mr. Borroff stated, "If t is any change in the reaction listeners to radio it would be listeners now devote more tim their radios than ever before." continued, "I feel there is a tr to the period time as against broadcasting wherever spons distribution warrants. There always be many advertisers must use spot broadcasting to s their particular problems.

"The outlook for radio in 1 is excellent. There will be a tr toward preparing for FM and ot developments following the war

Client Service Noted

Harry C. Kopf, vice-president charge of the NBC central divis directed attention to the sig cance of the 1943 sales record view of the fact that radio given more freely to the war eff than any other advertising me um. Every network show and great majority of local station pr grams are devoting part of th time to some vital government me sage. For the most part, th hundreds of thousands of messa are being written by the advert ing agencies. Last year, he sai over half a million individual pr grams carried war messages, whi stations themselves broadcast several million war announcement between programs. The value the radio time and talent contrib uted this year will be over $100 000,000.

Mr. Kopf also spoke of the thous ands of programs of all type which have been sent to membe of the armed forces all over th world, to which advertisers an agencies have given generously time and talent.

Saying that 1944 is likely to "another very good sales year" Mr. Kopf noted that promotio methods in radio are undergoing change for the better, "a proof of the stabilization of this vigorous infant industry." He said that stations are now finding that they can render their clients effective assistance which can be increased, although not to the point where it will become economically unsound. "The stations are becoming concerned," he said, "about the retailers in their respective territories, and the manner in which their clients' products are moving through them into the hands of the consum-

(*Continued on page 26*)

Record Mission

MISSION completed, Niles Trammell may now tell "all" about his military assignment in North Africa. The NBC president lugged a large, mysterious box on his globe-girdling jaunt, and everyone was wondering about it. Turned out to be a recording sent from Gen. Carl Gray to Stanley Hubbard, president of KSTP Twin Cities for a Christmas season broadcast. The record, produced in North Africa, is of the general and the Railway Chorus, and was aired on KSTP Dec. 18.

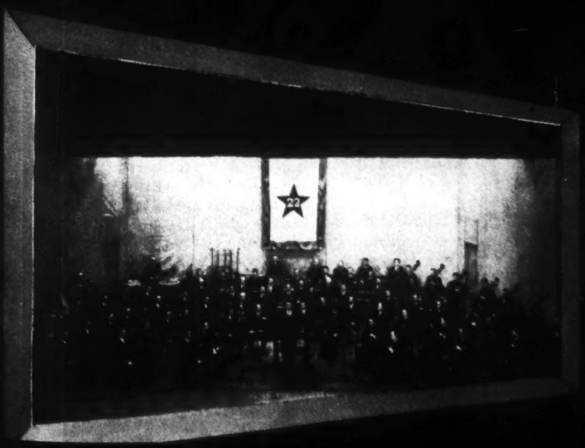
Broadcasts St. Louis Symphony Concerts . . .

CONDUCTED BY VLADIMIR GOLSCHMANN

On the evening of Thanksgiving Day, KXOK listeners heard the premiere performance of the St. Louis Symphony broadcast series. This world renowned symphony is conducted by the famous Vladimir Golschmann.

The first broadcast of this sponsored weekly series . . . heard exclusively in St. Louis on radio station KXOK . . . reflects the best in musical talent and taste for radio listeners.

It reflects, too, the wholehearted confidence of the program sponsors in KXOK . . . the only St. Louis radio station over which these weekly symphony concerts can be heard.



KXOK

OWNED AND OPERATED BY THE ST. LOUIS STAR-TIMES

630 KILOCYCLES • 5000 WATTS • FULL TIME • BASIC BLUE NETWORK

AFFILIATED WITH KFRU, COLUMBIA, MISSOURI • *Represented by John Blair & Company*

FMBI's Convention January 26 To Speed Post-War Planning

Fly, Armstrong Will Address Group in New York; Meeting Is Open to All Interested Persons

TO GET FM off to a flying start as soon as war restrictions are lifted, FM Broadcasters Inc. will throw open its annual convention in New York Jan. 26-27 to all those interested in the medium. FCC Chairman James Lawrence Fly will address the meeting at the luncheon session Wednesday Jan. 26.

Mr. Damm

In an open letter last week, Walter J. Damm, FMBI president, said the meeting is designed to make available "to all those interested in this new medium a forum and roundtable discussion."

Full Information Is Good

The convention will be the fifth annual meeting of the association. Greater interest has been aroused in FM in recent weeks than at any time as a result of postwar planning discussions of broadcasters and manufacturers. Moreover, the war trend has tended to accelerate interest. FMBI membership totals 73, of which 63 are active and 10 affiliates. The latter are equipment manufacturers.

The main purpose of the meeting, Mr. Damm stated, is not so much to take care of the association's business, but rather "in view of the tremendous strides made in FM and the promises for its future development" of making available full information on the medium.

"It is becoming more evident every day that those planning to take part in the future of FM need to begin making their plans *now,*" he said. "It is also evident that there is a great desire on the part of the many people who have heard about FM for a more detailed and intimate contact with those who have pioneered and with those manufacturers who will produce the transmitters and receivers of the future."

To bring together all interested parties, Mr. Damm stated, the New York meeting will be open to everyone, irrespective of how remotely interested in FM they may be. The convention will be at the Commodore Hotel. Registration fee is $10 per individual. Advance registrations should be sent Mr. Damm at 333 West State St., Milwaukee 1, Wis., before Jan. 15.

The annual meeting will open at 10 a.m. Wednesday, Jan. 26 with a report by President Damm, a legislative review by Philip G. Loucks, FM general counsel, and an engineering review by C. M. Jansky Jr., consulting engineer to FMBI. There also will be a discussion on receiver and transmitter manufacturers' future FM plans. Maj. Edwin H. Armstrong, FM inventor and pioneer, will discuss "FM—What, How and Where" featured in an address. Dr. W. R. G. Baker, vice-president of General Electric Co. and chairman of the recently created Radio Technical Planning Board, will address the meeting on "FM and the RTPB."

At the Tuesday session there will be a roundtable discussion on FM, participated in by Messrs. Armstrong, Jansky, Loucks, Damm, John Shepard 3d, president of American Network Inc., FM chain project, and an engineering official of the FCC to be named. This will be followed by the annual meeting of FMBI, restricted to members only and by a directors' meeting.

Business to be discussed at the annual session includes election of directors to succeed Messrs. Damm, Shepard and George Lang, chief engineer, WGN Chicago, and amendment of the dues section and membership eligibility section of the by-laws. The recommendation for change of dues would provide $300 a year for the first license or permit issued or for the first application filed with the FCC; $200 for the second license or permit; $100 for the third and each subsequent license or permit. These changes would become effective as of Jan. 1, 1944.

Associate members would pay annual dues of $25 for each noncommercial or educational license or permit, while affiliate members would pay annual dues of $300. The board of directors would be authorized to levy special assessments against active members to defray expenses exceeding regular dues. These assessments would be levied in direct proportion to annual dues and the total amount levied in any one year would not exceed 50% of regular active membership dues.

Eligibile for active membership would be any individual, firm or corporation licensed to operate a commercial, experimental or developmental FM sound station or who has been granted a permit to construct such a station, or who has filed an application with the FCC for authority to construct such a station.

Joiners

THEY'RE joiners at WTCN Minneapolis-St. Paul, a recent tabulation shows. Seven staff members belong to 31 fraternal and social organizations and, according to station information, they're all active on club committees.

4-A Newspaper Coverage And Market Report Issue

NEWSPAPER coverage figures for the 73 major cities of the United States of over 100,000 population have been made available through the publication of Vol. 12-B of Market and Newspaper Statistics by the American Assn. of Advertising Agencies, 420 Lexington Ave., New York, N. Y.

The 4-A report covers newspaper audit figures to March 31 and June 30, 1943. Included are the latest figures on population, number of occupied dwelling units, income tax returns, audited newspaper circulations, lineage, retail rates, general rates, the differential between retail and general rates and analysis of those sections of the ABC Audit reports which deal with circulation inducements.

This report is compiled under the direction of the 4-A committee on newspapers, of which H. H. Kynett, of the Aitkin-Kynett Co., Philadelphia, is the chairman and Lester H. Malitz, of Warwick & Legler, New York, is vice-chairman. Copies are $6 to other than 4-A members.

COMMEMORATING Pearl Harbor Day, the entire staff of WWL New Orleans visited Red Cross Blood Bank to donate blood and broadcast description of the proceedings. Holding the microphone is Ed Hoerner, program director, who is interviewing John Kent, the donor. Others are (l to r): Mary Thiel, Martha Adams, George Winston, Don Lewis, Val Winter, Jim Barry, and June Thompson.

TIME TO WAR FUND SET AT $1,318,00

VALUE of time and talent co tributed by the radio industry du ing a five-week period in Octobe and November for the Nationa War Fund campaign was estimat last week by the OWI Domest Radio Bureau at well over $1,318 000. The OWI estimate was base on programs scheduled under i various allocation plans and doe not include radio appeals carrie after Nov. 8 to tie in with loca War Chest drives.

OWI scheduled 242 network pro grams, 6 national spot program on 281 stations, 9 special assign ments, and 56,133 local announce ments on 891 stations. The Burea estimated that approximately 60 million "listener impressions" were obtained from these broadcasts.

Staff members of the Bureau monitoring the network programs reported the campaign received unusually fine treatment. The monitors rated two-thirds of the messages either "good" or "excellent" and declared them "accurate, interesting and persuasive".

The campaign was launched to help 17 national and thousands of local welfare agencies raise their 1943 goal of $125 million.

Krank's Campaign

CONSOLIDATED ROYAL Chemical Corp., New York, on Dec. 13 started promotion of Krank's shave cream with a six-weekly five-minute sports program on WHN New York. Titled *In Opposite Corners,* the series features Bert Lee and Marty Glickman, sportscasters, in an exchange of views on sports topics and personalities. Contract is for 18 weeks. Firm also started 10-minute participation in Alan Courtney's recorded music program on WOV New York Dec. 14, and recently signed for spots and news programs on Chicago stations, and for *Ten O'Clock Wire,* a news program on CBS' West Coast stations. Arthur Meyerhoff & Co., Chicago, is agency.

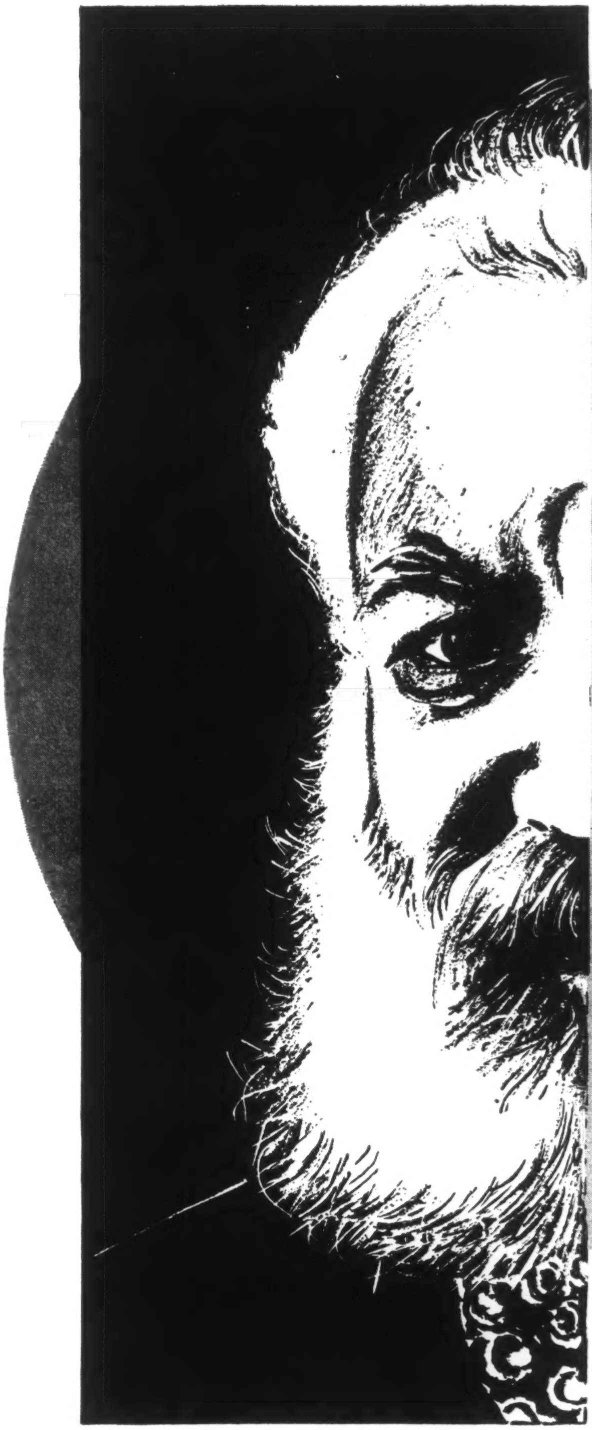
VIDEO GROWS

Lever Bros. and Firestone Start Programs

GROWING INTEREST in television is evidenced by leading commercial firms starting regular video programs within the last six weeks. Two of radio's oldest advertisers, Lever Bros., makers of Lux soap, and Firestone have started television programs in New York. Other sponsors already using the medium are Bulova, Kirkman's soap, Adam Hats, Spry, and Botany Worsteds.

Many of the advertising agencies have had television staffs in readiness for some time and the whole broadcast industry is stepping up post-war television plans. The G-E symposium in November, attended by radio and newsmen, televised an edition of a newspaper on its WRGB video station. Niles Trammell, NBC president, at a Senate Interstate Commerce committee hearing last week asked for freedom from government restrictions in television broadcasts.

XUM



Can you see the entire picture? Who is it? Just for fun, jot it down on your memo pad and check with the answer next time!

Answer to preceding ad:
MARK TWAIN

Buying Time IS ONLY HALF THE PICTURE

You don't get a complete selling picture just "buying time." That's only half of it! Choosing the right station is equally important if you expect results! What is the right station? It's the station that offers you the most for your radio dollar. In Baltimore it's WCBM, where you get:

- Complete Baltimore coverage.
- A lucrative market, increasing daily.
- Distinctive programming.
- A receptive and responsive audience.
- Economical rates.

That's why it's easy to sell when you buy

WCBM

JOHN ELMER
President

GEORGE H. ROEDER
General Manager

The **BALTIMORE BLUE NETWORK OUTLET**

FREE & PETERS, INC. *National Rep.*

(Continued from page 22)

ers. By keeping in close contact with industrial organizations and the dealers, many faults in manufacturer-retailer relations are discovered which, when rectified, make a radio program more effective.

Audience listening surveys are becoming more accurate, more abundant in the type of service that they render, Mr. Kopf said, concluding that in entering the new year with the knowledge that 1943 has been exceptionally good, the industry must "strive to do an even better job in program planning, time sales, research and promotion."

WINNER OF TROPHY awarded the station judged to have given the best promotion to the WAC recruiting drive which ended Dec. 7 was KGO, BLUE Network station in San Francisco. Station conducted a month-long concentrated push for WAC recruits. Corp. Doris Davis, of New Orleans, presents the trophy to Don Searle, general manager of KGO.

PHILADELPHIA

WAR-TIME rations for Philadelphia radio stations and advertising agencies in 1943 exceeded the wildest dreams of the most optimistic. And with the war status remaining quo, prospects for 1944 are even greater than they have ever been at the start of any one year. It is appreciated, of course, that a boom-town cycle has made war-working Philadelphia one of the richest markets in the country.

Apart from the manpower problem, somehow overcome in every instance, the chief concern of every station is in trying to squeeze in more than 60 minutes to the hour and perhaps stretch the day to exceed the 24-hour limit. It has become impossible to grant preference or priority for the tide of spot announcement campaigns, both local and national, that has flooded Philadelphia in the past year—and the tide threatens to flow even higher in 1944.

'Brotherly Love'

However, both agencies and sponsors have come to appreciate station problems and no ill-feeling is being bred. Agency and sponsor consider it enough if the station can accept the campaign. Stations have even found it necessary to curb program clearances for identical sponsor products for the duration. And again, the condition has been accepted as an emergency situation.

Should the war come to an end before the new year runs its course, the general feeling among station and agency executives is that the sudden shift will only create a greater rush of air-time buyers.

While depleted inventories may affect many local retail accounts in 1944, station executives believe that there will be new accounts eager to take up any available time.

When some retailers had to drop out in 1943 because of lack of merchandise, the loss was more than made up for by the influx of "used car" business—a type of account stations never dreamed of a year ago.

For the new year, stations expect an influx of new—and returned — business from the soft drink accounts. Absent from the air in 1943 because of sugar shortages and the gasoline situation affecting shipments of product, the soft-drink manufacturers are once again inquiring about radio. Sugar is now available to them in greater quantities; the gasoline crisis has been eased somewhat. The 7-Up Bottling Co., one of the first to leave the air because of the war, has been one of the first to return to radio.

New Friends

Hundreds of war plants in the Philadelphia area have come to rely on radio to put across their "help wanted" appeals. The manpower situation in war plants remains most critical, and it is expected that the factories will make even greater use of radio in search for new workers. In peace time, most of these plants were cold to radio. Now using the medium for the first time and finding the results satisfactory, it is a virtual certainty that most of these concerns will think of radio as an advertising medium when they convert back to peace-time production.

Highly significant is the turnabout-face on radio by Philadelphia department stores. The "ice" has been broken, but only in a small way. No longer do the advertising managers at the department stores look upon radio as a "racket". In the last months of 1943, time was purchased by every large department store in the city except John Wanamaker's. The stores, at first using scattered spots in connection with special sales, are now sponsoring regular program series. The new year. it is predicted, will find these stores won over entirely to radio, bringing a rich new source of revenue.

Still another significant commercial advance in 1943 has been the time-buys of the motion picture companies. Heretofore, radio was content to get paid in passes for the free time it gave to motion pictures. Now radio has proved that it can do a major selling job for motion pictures, and with the business definitely credited to radio, the medium has been sold 100%. The new year is sure to find Hollywood making even greater use of radio to promote and exploit its picture openings.

Can such a "bubble" burst with the cessation of hostilities? Philadelphia denies it is a "bubble;" holds on the contrary that radio has come of age.

KTHS Saluted

HOT SPRINGS merchants purchased more than 40 quarter-hours of time on KTHS to salute the station on its 19th birthday anniversary. Originated by the Arlington hotel, KTHS went on the air Dec. 20, 1924, with 500 w power. It subsequently was operated by the Hot Springs Chamber of Commerce and in June 1942 it was purchased by Radio Broadcasting Corp., headed by George D. Wray. Broadcasting on 1090 kc with 10,000 w days and 1,000 w nights, KTHS today is owned by John C. McCormack, Shreveport, La., with Kenneth K. Kellam as manager; Ed. Appler sales manager; and Frank A. Browne, program director.

LOS ANGELES

By DAVID GLICKMAN

HOLDING a mirror up to the past 12 months on the Pacific Coast and peering so far as we may into the future, the coastwise radio picture in general shapes up as one peculiar to that region. In retrospect, no group of stations can match the prosperity enjoyed by those in West Coast metropolitan centers during the past year. The same can be said of stations in secondary markets. Again considered in terms of an area, the West Coast is least likely to be affected by a sudden end of the European war. Cessation of these hostilities will merely mean shifting emphasis to the Japanese theatre of war. Pacific Coast defense industries will maintain their present active level of production. There will be no post-war aspect to West Coast conditions with end of war in Germany. Proximity of this coast to the Pacific theatre of operations alone will tend to prolong its status as a military zone. This in a nutshell sums up opinions gleaned from key station and network operators, representatives, agency account executives and time-buyers.

More Consumers

Translating the regional economic picture into terms of consumer buying power, the trend is patent. While there has been no large increase in per capita buying, there is a greatly increased buying population. In 1940 there were 9,735,262 people in the three states bordering the Pacific. Today the total is close to 12,000,000, despite the fact that the three states have given their full quota of young men to the armed forces. This increased buying population will continue to be centered on the West Coast after end of the war in Europe and during the continued Pacific phase of World War II. The West Coast has more buying dollars per capita than elsewhere in the country and the shrewd national advertiser is aware of the implications. Along with shift of his attention to the West Coast has come an awakened interest on the part of national advertising agencies. Nearly a dozen such agencies with headquarters in New York and Chicago have established branch offices in either Los Angeles or San Francisco during the past 18 months. In a few instances new offices have been opened in both cities.

Expect Sponsors to Continue

Although no one in radio or the advertising agency field was willing to hazard a guess as to what 1944 might bring specifically, they all express confidence that clients will continue to buy time as long as it is available. It was pointed out that many advertisers do not have to worry about direct selling effectiveness. Their problem today is to keep brand name and trademark before the consumer public. It is the consensus of station operators in outlying districts that manufacturers cannot afford to forget importance of secondary markets in the post-war period when advertising again becomes the lever for wide distribution of actual products. Rise in the standard of living in the rural sections has resulted in a large increase in consumer demands. Manufacturers should make the most of it, taking advantage of radio's ability not only to sell but to build good will in these areas as well, station managers declare. Consensus on status of the institutional advertiser is that he will either continue that type of advertising in the post-war period or switch to consumer advertising, having learned the value of maintaining an established spot on the air in these days of "standing room only" signs.

Materials Affect Same

If any generalization about accounts can be made, it is that established war-time appropriations are being and will be maintained during the coming year with a reshuffling of schedules to meet merchandising problems. Chief among these have been the scarcity of materials and the ever-tightening problem of distribution. Some accounts have been forced to cancel radio advertising in outlying markets which they can no longer easily service. Notable exception is Rosefield Packing Co., Alameda, Cal. (Skippy peanut butter) which has developed on a spot schedule. Prior to the war this firm had limited distribution in California. Utilizing a weekly half-hour transcribed program, *Skippy Hollywood Radio Theatre*, as part of its advertising campaign to influence buying habits in other markets, the firm today has distribution for its product in the 18 Western states.

Returning to generalization and looking ahead into 1944, no radio advertising appropriations have actually been curtailed. On the contrary, there is a predominance of long-term regional spot and network contracts, with advertisers seeking to insure their position in a medium whose availability is rapidly diminishing. Looking backwards, 1943 has seen the end of a two-year Pacific Coast cycle in which an entire series of former regional spot announcement users have turned to regional network shows. This shift is not, however,

(Continued on page 28)

This Man has Heard More Radio Programs than Anyone Else in the World

He listens to NBC radio programs eight hours a day, five days a week. And he's been doing it for sixteen years. Out in Port Washington, Long Island, where WEAF, key station of the National Broadcasting Company, has its towering transmitters, he and another engineer report for work every morning. By the time the first program is ready to go on the air, they have checked a hundred dials and controls and instruments.

Then they start listening. Listening not as you and I do, but with a *feel* for sound. The slightest irregularity in transmission, the minutest deviation from the exact volume set for it, is detected by the expert ears of these men even before it is indicated on the dials. They correct it instantly.

It is the job of these two men, and the two who replace them on the second shift, to just sit there and "listen to it perk." It is lonely, tiring, unexciting work. Yet it has to be done to assure the most perfect reception possible in the homes of the millions of listeners who tune to NBC all through the day.

So it's no accident that one of these four NBC engineers has been on the job for 16 years, and another for 15 years. It's no accident that even in this routine, little-known, inconspicuous phase of broadcasting, NBC has aimed for perfection.

For it is the NBC credo that no job in broadcasting is too small not to be done perfectly. This painstaking attention to every detail, this uncompromising insistence on achieving broadcasting at its best throughout, *are some of the things that make NBC "The Network Most People Listen to Most."*

—The **N**ational **B**roadcasting **C**ompany

America's No. 1 Network — A SERVICE OF RADIO CORPORATION OF AMERICA

(*Continued from page 26*)

to be confused with the reshuffling of budgets due to wartime exigencies.

Only notable user of national network which shifted to spot was California Fruit Growers' Exchange (Sunkist oranges, lemons). This firm relinquished its network time in mid-summer last for a brief whirlwind spot announcement campaign utilizing the Keystone network stations. Several religious accounts, faced with the problem of network time clearance, resorted to transcribed versions of their programs in various areas.

In analyzing accounts which have been active during the past year wine, beverages, flour and petroleum clients show up as increased users of Pacific Coast radio. Beverage accounts such as Nehi Corp. (Par-T-Pak), abandoning policy of former years, have become year-round rather than seasonal users of spot radio. Nehi Corp. recently renewed its Western campaign on a 52 week basis. Royal Crown is also carrying a heavy spot schedule.

Flour and cereal accounts have maintained a uniformly healthy schedule. Globe Grain & Milling Co. (Globe A-1 flour), division of Pillsbury Flour Co., currently is conducting a live and transcribed spot campaign. Fisher Flouring Mills Co., Seattle, in 1943 expanded its schedule on the BLUE *Breakfast at Sardi's* and added a twice-weekly newscast featuring Louis P. Lochner on NBC Pacific stations.

General Mills recently renewed its Sam Hayes commentary on 6 NBC Pacific stations and added Nelson Pringle, news analyst, on 8 CBS Pacific stations. Kellogg Co. Battle Creek, absent from national network radio since 1939, on April 5 expanded its regional sponsorship of BLUE *Breakfast at Sardi's* to 130 stations and added transcribed version on two Arizona stations. Firm in addition started sponsorship of the five-weekly transcribed *Last Night in the Rose Room* on Don Lee Pacific stations.

Cereal Series

Campbell Cereal Co., Minneapolis (Malt-O-Meal), in addition to a nationwide campaign in September, currently is sponsoring *Ten O'Clock Wire* on 4 CBS California stations three times per week, as well as a five-weekly quarter-hour newscast featuring William Winter on 6 Pacific stations of that network.

Despite gasoline rationing and threat of more stringent cuts to come, petroleum companies continue to be heavy users of West Coast regional radio, devoting commercials primarily to conservation and service. Besides its weekly *Standard School Broadcast* and *Standard Symphony Hour* on 16 Western and 8 Pacific NBC stations, respectively, Standard Oil Co., San Francisco, on Nov. 1 started sponsoring Lowell Thomas five times weekly on 13 BLUE Pacific stations.

Union Oil Co., Los Angeles, currently sponsors the weekly half-hour comedy-drama, *Point Sublime*, and a thrice-weekly commentary featuring Gen. David Prescott Barrows, on 35 Don Lee western stations. Richfield Oil Co., Los Angeles, is in its thirteenth year of continuous sponsorship of the nightly quarter-hour *Richfield Reporter* on 10 NBC Western stations.

OK ALL AROUND by this quintet is *OK for Release*, five-weekly quarter-hour commentary on 7 NBC Pacific stations. A. S. Boyle Co. is sponsor. Script-checkers (l to r) are Jim Doyle, co-commentator; Ross Covert, vice-president of A. S. Boyle Co.; Joy Storm, co-commentator; Norton W. Mogge, Los Angeles manager and account executive of J. Walter Thompson Co., agency servicing the account; Sidney N. Strotz, NBC western division vice-president.

MacMillan Petroleum Corp., Los Angeles, on a contract that runs through April, 1944, sponsors H. V. Kaltenborn, news analyst, thrice-weekly on 6 NBC Pacific stations. Gilmore Oil Co., Los Angeles, recently renewed its weekly half-hour *Furlough Fun* on 5 NBC Pacific stations. Signal Oil Co., Los Angeles, recently replaced Signal Round-Table with *The Whistler* on 10 CBS Western stations.

Cleanser Series

With much reshuffling of schedules to meet distribution demands, detergents show heavy West Coast activity. Kelite Products Inc., Los Angeles (Kenu cleanser), after experimenting with several types of programs on western stations, on Oct. 17 started for 52 weeks sponsoring a weekly quarter-hour commentary, *Your Weekly Spectator*, on 9 BLUE Pacific stations.

This is being supplemented by the weekly quarter-hour program, *Harrison Wood, Editor*, on 4 Don Lee California stations. Other statoins will be added to the list as time is cleared. Latter contract is for 52 weeks. Firm in addition sponsors a weekly quarter-hour recorded musical program on KWKW, Pasadena.

Soil-Off Mfg. Co., Glendale, Cal. (liquid paint cleanser), has doubled its radio advertising appropriation for the coming year. In addition to the thrice-weekly quarter-hour *Truman Bradley—News*, on 8 CBS Pacific stations, firm sponsors Galen Drake three times per week on that same list of network outlets. A varied schedule of 5- and 15-minute newscasts is also utilized on stations in major Western markets.

Purex Corp., Los Angeles (bleaching solution), on Dec. 26 started sponsoring weekly quarter-hour commentary featuring Rex Miller on 12 Don Lee Western stations. Manhattan Soap Co., New York (Sweetheart soap), supplementing its thrice-weekly quarter-hour morning newscast on 8 CBS Pacific stations, has a half-hour word-game program, Scramby-Amby on 6 NBC Pacific outlets.

Los Angeles Soap Co., Los Angeles (White King, Sierra Pine), currently sponsors *Art Baker—News* five times per week on 16 NBC Western stations; *Bob Andersen—News*, five times weekly on 12 CBS Western stations; and a thrice-weekly morning quarter-hour newscast on 34 Don Lee Pacific stations. In addition daily spots are being utilized on 7 stations in major western markets.

Auto Accounts

The unprecedented volume of advertising done by car dealers in the Los Angeles area during early 1943 has in nearly every case been maintained or even increased throughout the last six months with every indication that type of account will continue to be a heavy local spot user in the new year, contracts being on a long-term basis. Commercials have been directed chiefly at war industry workers.

Similarly, investment, banking and insurance concerns which took a new lease on life in early months of 1943 have continued a healthy spot activity. Dipping into regional network, Bank of America started a weekly half-hour institutional show, *California Carry On*, on CBS Pacific stations. Seaboard Finance Co., always a heavy user of spot radio, in addition to continuing that type of schedule on some 20 stations nationally, added a daily five-minute newscast on 8 BLUE California stations. Contract is for 52 weeks. Taking a long-sighted view, All Year Club of Southern California is now readying a wartime campaign to promote post-war tourist travel. During 1943 the Southern California organization utilized a short-term campaign in the Chicago area. Advertising plans for the coming year call for continued use of radio.

Elastic Plans

Many Los Angeles agency executives were reluctant to discuss clients' 1944 budgets, pointing out that with shifting and reshufflings radio advertising appropriations must necessarily be elastic. Network time at a premium, more and more spot radio will be used, with announcements being fitted into the schedule where they may.

It was pointed out that spot broadcasting has a number of definite advantages over network radio advertising under present merchandising conditions. It can be adapted to specific regional sales and distribution problems. In many cases it is being used to intensify advertising in metropolitan markets. Extensive announcement and quarter-hour transcription campaigns, augmenting live talent programs on local stations will swell the volume of spot business.

Any resume of the West Coast 1943 spot field should highlight the many help wanted and employment recruiting campaigns sponsored by firms as diverse as shipbuilding corporations, airplane manufacturers and telephone companies. Local station help wanted programs open to participating sponsorship also mushroomed in the metropolitan centers to help meet the acute manpower shortage. More ambitious schedules such as that of Lockheed & Vega Aircraft Corp. reached into the Chicago area to secure manpower.

Railway Drama

Reinforcing its labor recruiting campaign on approximately 30 stations in the Pacific area, Southern Pacific Co., San Francisco, added the half-hour dramatic series, *The Main Line*, on 14 Mutual-Don Lee Pacific and Arizona stations in mid-November. Plans for the future include spot announcement schedules in strategic eastern regions as well. From check with agency and station executives trend of Western Coast help wanted spot campaigns will continue well into the coming year.

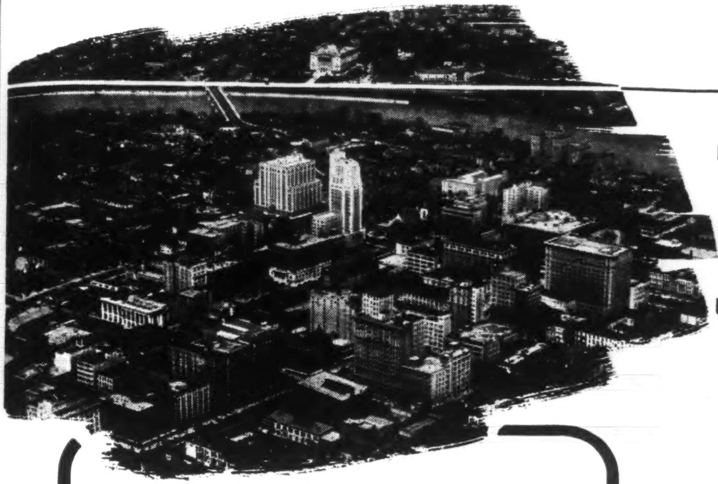
Another advertiser not to be lost sight of in the 1944 presidential election year comprises the political accounts. Shaping up as a major participant in the campaign, Pacific Coast organized labor is already planning to take to the air with regional network programs as well as a heavy spot announcement schedule.

Despite the fact that most major national advertising decisions are made in either New York or Chicago, Hollywood's importance as an originating point for network commercials still dominates, agency executives concede. Time relinquished by a network sponsor is being immediately snapped up by new advertisers who want Hollywood "name" shows.

By all odds these major buyers of talent and network time, according to consensus, will continue to find Hollywood's highly exploited entertainment resources their richest advertising assets. Agency executives are pretty well reconciled to the fact that good name variety shows today cannot be bought for under $10,000 weekly. New offerings now start at around $12,000 and they are practically submitted on a package basis. Quite a number of the big-rating shows now on the networks are below that $10,000 figure, but they are among the "oldies"—programs that have been on the air for sometime. Network coverage in some instances is being enlarged in response to advertising demands. Advertisers seek broader and broader coverage to exploit their product or name brand.

Polling of Los Angeles and

(*Continued on page 30*)



DAYTON, O.

is sold on WING

. . . and so are its merchants, who by time-tested results find that WING sells their merchandise. Coupled with 'listener loyalty' acquired through its 'cream of the Blue Network shows' and the best in local talent, WING carries by far the greater percentage of the local radio business.

More than half a million persons are influenced by the 'program potency' of WING, which in consideration of its power and dominance, offers its time at an exceptionally low national rate. If you should wish to expand your market in this area, use WIZE in Springfield, Ohio, a bonus station, for just 40% added to your WING time cost.

BASIC BLUE—5,000 WATTS

THE BIRTHPLACE OF AVIATION

★

FACTS THAT MAKE DAYTON, OHIO A 'MUST' ON YOUR 1944 ADVERTISING SCHEDULE

It's the fastest growing market in the entire mid-west, with an increase of 16.1% or 47,688 new buyers in the past forty-two months.

The 1943 payroll, exceeding $410,000,000 and a bank debit of more than $1,650,000,000 per year, is a healthy financial circumstance.

As the hub of the United States Air Force, including Wright Field, Patterson Field and Air Service Command, Dayton, Ohio is destined to reach new heights in post-war aviation.

More than four hundred and seventy diversified manufacturing industries, among them Frigidaire, National Cash Register, Ohmer Fare Register, Dayton Tire, Standard Register, Egry Register, Airtemp, Fyr-Fyter are located here. And though Dayton is very busy now in the war effort, its multiple enterprises, vital to domestic economies, assure it a brilliant peace-time future.

★

Figures compiled by the Dayton Chamber of Commerce.

WING

RONALD B. WOODYARD, EXECUTIVE VICE-PRESIDENT

We are devoting our efforts to the sale of more and more War Bonds.

Weed and Co. NATIONAL REPRESENTATIVES

(*Continued from page 28*)

Hollywood sages and masterminds has produced some rather interesting angles and indices to the necessary ideal commercial radio programs in the relatively early future. They predict that radio is destined to improve itself somewhat along the following lines:

1. Take a freshened slant at its program for better technique of production and presentation. Needs new ideas. Originality and greater variety are more desirable now than ever.

2. Better creation and handling of commercials. Lengthy, hackneyed and repetitious commercial plugs are unnecessary and are becoming increasingly nauseating to listeners. Some sponsors are interpolating clever plugs into programs, but a more universal employment of the subtle is desirable and would be more effective.

3. Hitch-hike and cow-catcher announcements be eliminated. Spot announcements between commercial programs be eliminated by the independently-owned network affiliates. Networks must take the initiative and force the issue.

4. Growing objection to agency domination of production and lack of artistry in program conceptions, from which radio suffers because of agency disposition to coddle advertising clients, which is of lesser importance than listener approval. Agencies rather than advertisers are to blame for excessive commercializing and lack of balance. Fault here lies largely in failure of broadcasters themselves to exercise control over agency production of programs.

5. Practice of clap-trap is obvious to listeners and offensive when carried too far beyond point of spontaneous reaction.

6. To listeners, an obvious difference exists between the informal and the cheap by-play on radio programs. Agencies, entertainers, producers and broadcasters seemingly seldom know the difference and regardless of studio audience reactions, greater attention to finesse must appear in production and technique of presentation, aimed at listener reaction rather than those who witness performance. Backslapping, a-la-Hollywood motion picture style and mutual flattery before microphone by radio principals, cheapen programs and are not conducive to favorable listener response.

SAN FRANCISCO

WITH the industry primed for the approaching year, which promises to be the greatest in its history, the biggest headache to plague San Francisco radio and advertising agency executives is how to handle clients who, thanks to war profits, are blooming out with hefty budgets and a yen for big programs.

Boiled down, radio is on the plus side of a sellers' market. The boom quite naturally is following the general business line laid down by the war. Network outlets are reluctant to admit that they are loaded, but it is becoming more and more evident that the non-network and independent stations will get the break during the coming year.

Walter Guild, of the Garfield & Guild Agency, declared: "With little or no time for sale by the biggies, we can no longer lean on large station production staffs. Agency-produced shows for spots will become far more common. Next year we are going to really learn how to make radio work, by doing a big-time job on small-time stations."

FROM WAVE TO WAVES goes former receptionist Alleen Christen, being sworn in by Lt. F. A. Hardy, in charge of Navy recruiting in Kentucky, on *Navy Blue* program. Watching the proceedings is Yeoman Graeme Gilmore, former WAVE (Louisville) continuity writer, who arranges and acts as m.c. for the show which is designed to boost enlistment of Waves. Program is carried on WAVE and originates from Louisville Navy recruiting station.

Population Ups Rates

With expert manpower depleted by the war, network outlets are on the rack trying to serve clients and dream up ideas for the once dormant accounts which are now crawling through keyholes, under the doors and over the transoms to get to the microphone. Time buyers placing commercial time have no choice as to when their programs can be aired. For this reason, KPO-NBC is toying with the idea of merchandising its after midnight hours.

According to Philip G. Lasky, manager of KROW Oakland, an independent, next year will be tops as far as his station is concerned. Already, Lasky has announced plans to raise the station's advertising rates 20%, based on the latest census figures which show a 30% population boost in that area. He said that the new rates will be put into effect Jan. 1.

John Elwood, manager of KPO-NBC, predicted that more and more commercial programs will sponsor war messages since there is a likelihood of less merchandise available to sell the consumer in 1944. He declared that institutional advertising will be one of the most popular methods in use during the coming year and that brand accounts will be more and more in evidence.

CANADA

By JAMES MONTAGNES

FOR THE fifth wartime winter Canadian broadcasting sees a continued record use of radio advertising and forecasts an increasing amount of commercial radio in the immediate postwar era. Broadcasting, leaders in the Canadian industry point out, has shown its value as an advertising medium and advertisers who have never been on the air are planning to use it after the war, with some already started with institutional programs of high quality.

Looking back over 1943, leaders in the Canadian broadcasting industry are unanimous in their opinions that the year was the best in history, and that quality of programs improved. Local as well as national network and spot business increased in the past year, and there has been a swing in favor of live network programs in preference to transcriptions, due to some extent to the recording situation.

Time Scarce

Currently and for the immediate future it is extremely difficult to obtain time on most Canadian stations. During 1944 this situation is expected to be further aggravated as more sponsors are planning on using broadcasting for postwar business. A number of large national advertisers are understood to be making plans to use network programs, an indication of this being the fact that the long mooted second transcontinental net is to be inaugurated officially on January 1 by the Canadian Broadcasting Corp. for three hours nightly seven days a week. Pressure on evening time on the existing network more than a year ago necessitated the lining up of a second Canada-wide net for national advertisers when needed. Business prospects have brought about the premanent establishment of a second network across the Dominion.

While business has been good in all parts of Canada, it is reported as being better than expected in western Canada where farmers today have more money than they have had for a long time. Local business in western Canada as well as elsewhere has grown despite short store inventories of merchandise. In many communities store proprietors report that bad debts are being repaid. Merchants are keeping their names before the public locally through newscasts and other service programs in the same way that national advertisers use institutional advertising.

Institutionals Aired

Mention of institutional programs is on the tongue of everyone in the Canadian industry. Advertisers are finding listener gratitude in the type of institutionals now being aired, to bring out new talent, to entertain with good music, to educate with helpful suggestions for repair on merchandise which cannot be replaced. It is felt that institutional type programs will continue to play an important part in Canadian broadcasting, that direct sales programs will not immediately replace them when the war ends. Few in the industry look to an immediate change-over in commercials the day war ends; no large advertisers are known to have made plans that far in advance as yet. But it is expected that more advertisers will use the air as a selling medium when merchandise is once more available than there were in pre-war days. Radio is known among advertisers to have done a good job, to be an effective medium.

Among new advertisers, who have already started with institutionals and educational programs, are the manufacturers of radio receivers. Few of these used the radio in pre-war days in the Dominion, but since the war started have used the air in an increasing amount.

While daytime listening has dropped slightly in recent months, there has been an improvement in daytime programs. The drop in listeners is bound to return to normal or even higher as the manpower shortage eases off, with the return home of many housewives currently at work in war factories or in retail stores to fill in for the holiday trade. Cleaner copy is also noted by the industry in commercials. There has been a slight tendency away from quiz shows and musical spots. Generally speaking, broadcast programs in the Dominion are considered on a higher plane than a year ago, show considerable improvement, with indications for even more in the coming year.

Government Sets Pace

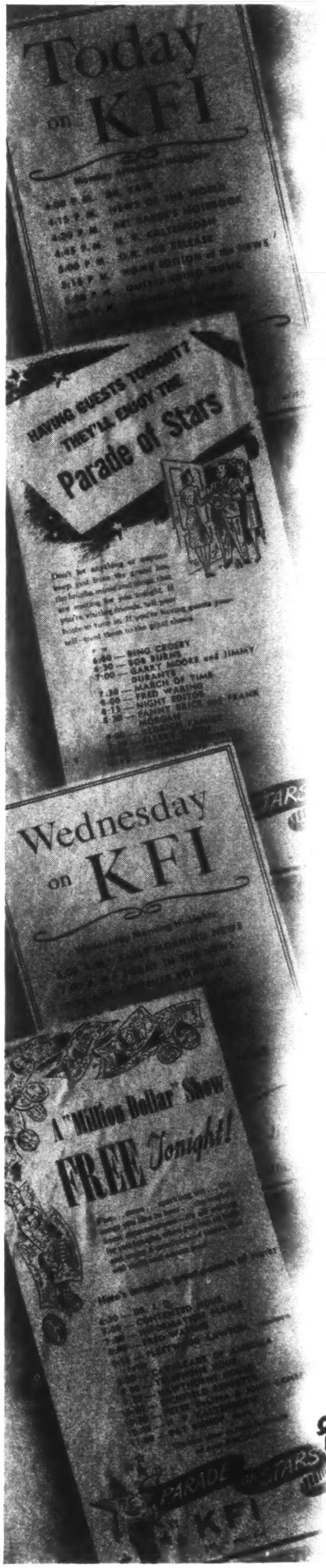
Restriction on advertising space in other media is also affecting the demand for time on the air in Canada. The example set by the Canadian government in its use of radio for commercial programs for recruiting, war bond drives, announcement of important labor regulations, income tax and other government regulations, has also helped bring new advertisers to Canadian broadcasting.

Incidentally, government plans for the forthcoming year are not yet known, except that some recruiting shows are expected to continue during the first part of the year, and programs for the price control and financial drives carried on a daily serial or news basis are continuing, with a big financial drive for the Sixth Victory Loan coming in the spring. Undoubtedly the government will use radio again in 1944 for special announcements and short campaigns explaining and reminding Canadians to fill in certain tax forms, including those for income tax.

Canadian broadcasting, which felt in 1939 that the war would curtail its development, has found to the contrary that radio as an advertising medium has come into its own during the war years, is now firmly established with national, regional and local advertisers.

MBS Drops Bulletins

TO AVOID duplication in the presentation of news by the network and its affiliated stations, Mutual has discontinued its one-minute news bulletins on the hour and the half-hour, it was announced last week by John Whitmore, newly appointed manager of the news division. Stations will now be responsible for bulletin news broadcasts, leaving the network free to concentrate on feature news on major events.


Today on KFI
HAVING GUESTS TONIGHT? THEY'LL ENJOY THE Parade of Stars
Wednesday on KFI
A "Million Dollar" Show FREE Tonight!
PARADE OF STARS
KFI

Yes we have
nothing to sell
but…
paradoxically
we are selling it.
In newspapers,
ads by the dozen
featured NBC's
"Parade of the Stars."
But that wasn't all.
One hundred
and ninety one
twenty-four sheet posters
(like the one shown)
with sixty one
changes of copy,
told the story
of KFI's and NBC's
program leadership.
It's promotion like this
that keeps KFI
at the top of
the listener list
among all
Western radio stations.

Makes you laugh all over
BOB HOPE
is back again TONIGHT AT 7
KFI 640 on your dial
NBC
KFI
QUIZ FOR RADIO FANS
What is it that has
More stars than the heavens
(See Page 7 for the answer)
(Answer to KFI Radio Fans' Quiz)
It's the NBC
LOS ANGELES
KFI
Blow it SWEET Blow it HOT
BEAT the BAND
is back on KFI TONIGHT at 7:30
KFI 640 on your dial
NBC
How many questions can you answer?
INFORMATION PLEASE
KFI 640 on your dial
NBC
Funniest pair on the air
FIBBER and MOLLY
are back again TONIGHT at 6:30
KFI 640 on your dial
NBC
—and now we have that Little Boy!
RED SKELTON
is back again TONIGHT AT 7:30
KFI 640 on your dial
NBC
MAKE A NOTE OF THIS!
"THOSE WE LOVE"
TODAY—11 A.M.
KFI 640 on your dial
NBC
always a GREAT SHOW on
KFI
your NBC station dial 640
JACK BENNY Sundays 4 p.m.
Foster and Kleiser
EDDIE CANTOR
JACK BENNY
KFI 640 on your dial
NBC

KFI
LOS ANGELES

N. B. C. Affiliate
50,000 WATTS—CLEAR CHANNEL
640 KILOCYCLES

Earle C. Anthony, Inc.

EDWARD PETRY & CO., INC.
NATIONAL REPRESENTATIVES

It can save men's lives

. . . but only in the hands of one who knows

A miracle-performing tool, microscopically keen, ingeniously fashioned . . . but effective only in combination with the training and experience of a skilled surgeon.

Another instrument of precision is spot radio. When skillfully used—it works wonders. Its effectiveness is measured by the "know how" on which the campaign is planned and built.

Here in this company we give our full time to Spot Radio Advertising and more exclusively—to the stations we represent. We believe in doing one thing—superlatively well.

PAUL H. RAYMER COMPANY

PAUL H. RAYMER COMPANY • RADIO STATION REPRESENTATIVES

NEW YORK • DETROIT • CHICAGO • SAN FRANCISCO • LOS ANGELES

XUM

Editorial

Getting Ready

AN EPIC year in radio history is drawing to its close, and another seems destined for recording in these pages.

Business is good—too good if that were a proper way to appraise present conditions. The fact is that today's volume would go a long way toward supporting the development cost and the expanded services which are in prospect for post-war fulfillment. But taxes, credited with being a factor in providing some "windfall" radio business, are also a deterrent to the accumulation of those reserves that would otherwise be piling up for the heavy capital investment required by FM, television and facsimile.

Events confirm the view that American radio will continue to operate in a competitive economy. That radio itself may become almost painfully competitive is a possible conclusion when it is realized that as many as 3,000 FM stations are contemplated in post-war plans.

The prospect, however, is one that does not dismay the broadcaster whose imagination is at work on future developments. He will be inclined to view the present period as one in which radio can do a job to surpass all previous standards of listener service. Now, indeed, is the time for radio to lift on its bootstraps. In fact, we see this being done in many ways, but further conscious efforts along this line will do no harm.

If radio must now pick and choose among applicants for time, it should do so bearing in mind the future. Certain types of accounts fit into that picture. They should be favored, so that programming, good as it is, will rise above all justifiable criticism. This is a type of self-regulation which will not only be worthy of a great industry and public service, but will in the long run pay dividends.

1943 has proved radio far more versatile than even the closest industry observers ever believed. That is brought out by the reviews printed elsewhere in this issue.

Radio, like other advertising media, must in the last analysis be evaluated on its sales power.

Discovered to have great worth as an institutional medium, radio remains primarily an action medium, which is something to bear in mind in all consideration of radio's place in the post-war economic structure. Action will then be needed—action quickly to convert the enormous pent-up demand for goods and services into sales, so that the billions of dollars of public savings will be put to work creating jobs and products to complete the cycle. No greater tragedy could occur when this war is over than to have these reserves gradually drained away while people wait for a lagging economy to provide work. Industry must be ready to race to high employment in peacetime production. And radio must be ready to speed that race by selling those products, ideas and services that will then be in demand. When peace is achieved, radio will have a new job. It must get ready now.

Forfeiting Freedom

BEHOLD the FCC in its proposed new role as police court, fining stations (or threatening them) because a log wasn't signed, a transcription wasn't identified, or a form was filed late. Or envisage the FCC staff busy as little bees checking scripts and schedules to determine whether WOOF had allotted X percent of time for "public service" features, morning, noon and night.

This isn't idle chatter. Radio is headed for that sort of regulation if the powers-that-be prevail. FCC Chairman James Lawrence Fly, as spokesman for the FCC majority, at the windup hearings before the Senate Interstate Commerce Committee, proposed such authority. And, as far as the record goes, there's nothing from the broadcasters to refute it—yet

We don't suspect Congress will be taken in by this loose and flagrant talk. Repeatedly, members of the Senate Committee challenged witnesses about stations "living in fear" of the FCC. Yet the Commission, already under fire for acting as legislature, judge and jury, seeks now the arbitrary power to fine at will. The right to fine stations $500 a day for each day of any offense, however trivial, is a bludgeon a thousand times as potent as its power to revoke, because there must be adequate grounds for deletion.

Here's what the fine-forfeit proposal means. Every little discrepancy report of a radio inspector would be punishable at a maximum of $500 per day. Every station inadvertently violates some regulation sometime, just as motorists violate traffic regulations. It would be duck soup to run up many thousands in potential fines on almost any station. The mere thought would force stations to yield to the will, not only of the men who sit on the FCC but every subordinate on its staff.

Going to Proposal No. 2—that fixed percentages of time be allotted for public service, educational, religious or other features. Who will determine whether a program is in the realm of public service? Does a program have to be sustaining to enlighten or educate?

This carping criticism of radio heard by the Senate Committee is baffling. The FCC wants no control of programs. Yet its spokesmen talk only of program content. Stations are given temporary licenses because of programs. A network sale is made contingent upon program policies.

Was the FCC named as a reform agency to bicker and quarrel with and even villify and damn those private ventures over which it was established as the licensing authority? Has it anything whatever to do with programs?

This radio that is berated and condemned and "lives by the dollar sign", is the same radio praised from the President down, for unselfish contributions of time and talent for the war effort, without seeking subsidy. It is the radio that does not consider itself perfect, nor seek to rest on its oars. It asks only to be allowed to operate as a free enterprise in the true American tradition.

The Senate Committee now is considering new legislation. It has heard the stories on both sides. It might well use the President's own simple formula as a guide: "A free radio is just as essential as a free press." If that thought is kept ever-present, radio need not fear the passing parade.

Our Respects To -

AURELIA STIER BECKER

CHRISTMAS came in October for Aurelia Stier Becker, when her WTBO Cumberland station was authorized by the FCC to operate fulltime on 1450 k.c., with 250 watts. But the gift will not be opened until Jan. 1 when, with due ceremony, WTBO becomes not only a fulltime outlet but also an NBC affiliate.

This acknowledgement that WTBO has grown up is a tribute to a successful and courageous woman. Successful because she has attained distinction as a nurse, a radio executive and, above all, as a wife. Courageous because she has taken over completely the duties of her husband as president and general manager of a radio station after his death last year in a plane crash.

Aurelia (Peggy) Stier was married to Frank V. Becker in 1930 when he was an NBC engineer in New York. Since then "everything I have had anything to do with has revolved around Frank," she said. "It still does." Frank Becker was an avid "ham" back in those days, doing special work for NBC on the UHF small pack transmitters, and Peggy spent most of her afternoons reading or talking into a mike while her husband roamed the neighborhood with a UHF receiver. Together they worked to iron out the kinks in the early experimental UHF transmitters.

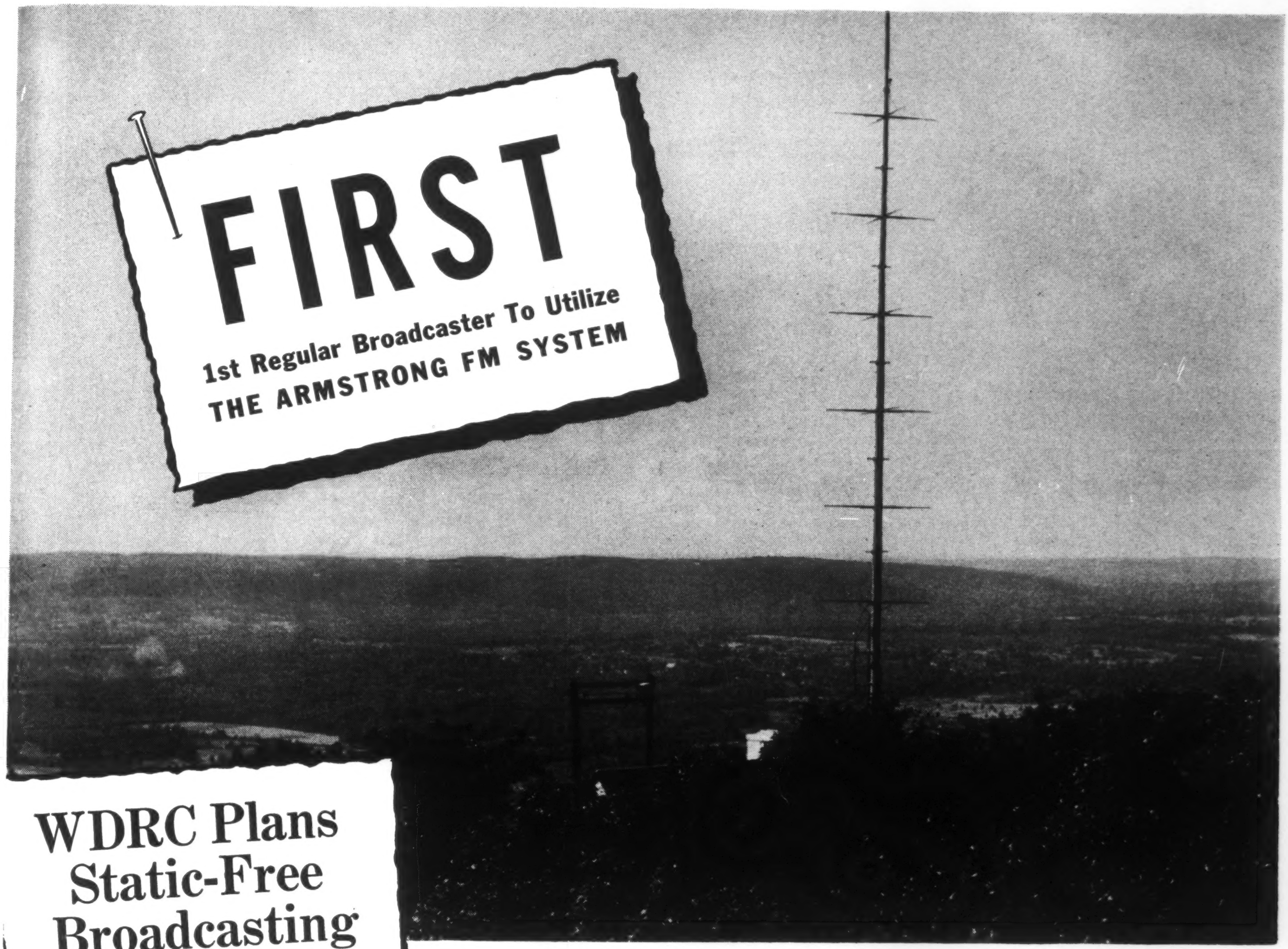
Then in the evenings, the boys in the NBC research department would meet at the Beckers and talk shop. Most of the technical discussion was "beyond my comprehension at that time," Mrs. Becker smiled, "but I do recall Bob Shelby—now NBC development engineer; Lou Hathaway—at present doing research at Harvard, and Frank discussing for my benefit how they were going to measure to which frequency a cockroach's antenna was tuned.

"And we never did have a living room where our friends felt that they could come and not be beheaded by experimental wires strung across the room."

In 1934, Frank Becker became chief engineer of WFIL Philadelphia, and the same year bought stock in an 820 kc. daytime station in Cumberland, Md., WTBO. The Beckers stayed in Philadelphia until 1939, when Mr. Becker took over active management of the Cumberland station.

All during those years the Beckers together had been doing research and experimenting in radio engineering. Peggy understudied Frank in every move he made as WTBO head. And she had the capacity to keep abreast of his work, both in radio and as a Cumberland business

(*Continued on page 36*)



WDRC-FM, ATOP MERIDEN MOUNTAIN, SCANS NEW HORIZONS

WDRC Plans Static-Free Broadcasting

'Frequency Modulated' Transmitter to Be Tried at Meriden Called Vast Improvement

The start of a series of experimental broadcasts that will be free of static and interrupting noises of any kind will be undertaken early this spring by Station WDRC, Franklin M. Doolittle, president and treasurer, announced Tuesday. The broadcasts will be on an experimental basis and will be from the station's experimental station, W1XPW located on Meriden Mountain, Meriden. The system is described by Mr. Doolittle as a "vast improvement" over present radio reception.

The experimental station will use a revolutionary type of transmission, known as the "frequency modulated" type invented by Major Edwin H. Armstrong, professor of electrical engineering at Columbia University. Mr. Doolittle's announcement came on the heels of the announcement Monday by Major Armstrong of this newest invention of his that will revolutionize the entire radio industry.

FROM THE HARTFORD COURANT
January 19, 1939

When Major Edwin H. Armstrong's Frequency Modulation created a "revolution in radio," WDRC, Inc. built experimental station W1XPW and became the first regular broadcaster to utilize the FM system.

W1XPW's initial historic broadcast was on May 13, 1939. It marked the beginning of the widespread acceptance of FM.

In the change-over from an experimental to a commercial station, W1XPW became W65H.

Now, W65H takes its bow as WDRC-FM. It has been given permission by the FCC to use the call letters of its parent station WDRC, Connecticut's Pioneer AM Broadcaster.

A regular schedule of fine programs now goes on the air under the new call letters of WDRC-FM, from the station that first sent out FM programs, after the inventor's own station at Alpine, New Jersey.

WDRC Inc. will continue to lead, in pioneering the best in radio. WDRC Incorporated, operating WDRC and WDRC-FM.

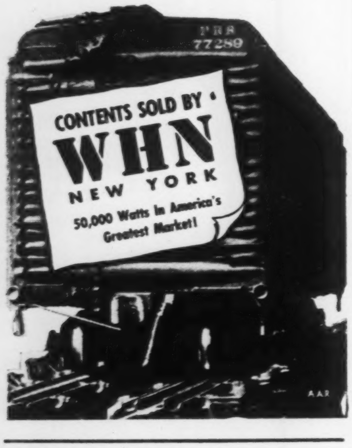
WDRC-FM

HARTFORD 4, CONNECTICUT

No. 1 Station in
a No. 1 Market
KOIN
PORTLAND, OREGON
CBS Affiliate

FREE & PETERS • National Representatives

Every national advertiser
wanting results in the
MARITIME PROVINCES
OF CANADA
should make sure that his
schedule includes
CHNS
Halifax, Nova Scotia
JOS. WEED & CO.
350 Madison Avenue, New York
Representatives



CONTENTS SOLD BY
WHN
NEW YORK
50,000 Watts In America's Greatest Market!

WFBG
ALTOONA, PA.
Complete Coverage
NBC affiliate and
BLUE Network
19 years in the public service
HEADLEY-REED CO.
National Representatives

Personal NOTES

MILLER McCLINTOCK, Mutual president, will leave New York Jan. 2 to make two addresses and to visit the network's Chicago offices, returning to New York the following week.

JIM LeGATE, general manager of WIOD Miami, is serving on the board of directors of the better business division of the Miami Chamber of Commerce.

ARTHUR SIMON, general manager of WPEN Philadelphia, has been appointed chairman of the National Foreign Language Radio Division for the 1944 "March of Dimes" campaign to raise funds for the National Foundation for Infantile Paralysis.

KENYON BROWN, manager of KOMA Oklahoma City, has been appointed by Governor Kerr as radio chairman of Oklahoma's President's Birthday Drive Against Infantile Paralysis. Mr. Brown has also been named chairman of the radio committee for Oklahoma City's "March of Dimes" campaign.

FRANK COURTNEY, formerly merchandise manager of the *San Francisco News*, has joined KYA San Francisco sales staff .

H. A. BOYLE, formerly of KFMB San Diego, has joined the sales staff of KYA San Francisco.

ALFRED CRAPSEY, sales manager of KPO San Francisco, left for a visit to the NBC national spot sales offices in New York.

WILL DOUGLAS DOUGHERTY, former chief of the radio branch of public relations at the San Antonio Air Service Command, Kelly Field, Tex., and prior to that announcer and newscaster on WKCN WCPO WTBO WRBL, recently graduated from OCS and is now a 2nd lt. assigned to the radio production branch of the Special Information Office at Air Service Command headquarters, Patterson Field, Ohio.

JACK N. DRAUGHON, general manager of WSIX Nashville, has been ill at his home in Springfield, Tenn.

BOB WOOD, Chicago manager for WOR New York, reported for induction into the Army Dec. 20.

KARL STUPHIN, member of WLS Chicago, sales promotional staff, is the father of a boy.

A. J. NIEDENTHAL, former salesman for Paramount Pictures in the midwest, has joined the sales staff of WSAI Cincinnati.

MILTON LAUGHLIN, general manager of WHAT Philadelphia, and Mrs. Laughton (Anne Mary Lawler, *Post Evening Ledger*), are the parents of a boy.

JEROME LAYTON, former advertising manager of Crawford Clothes, New York, who recently joined the sales staff of WINS New York, has been named WINS sales promotion and publicity manager.

WILLIAM C. SPEED, a director of Reeves Sound Labs., New York, who has been identified with crystal production since the formation of the organization, has been appointed vice-president in charge of manufacturing.

BILL WALLACE, salesman of CKGB Timmins, Ont., has joined the Royal Canadian Air Force.

NORM BROWN, former commercial manager of CHEX Peterborough, Ont., has been appointed to the Toronto office of National Broadcast Sales.

Our Respects to

(Continued from page 34)

executive. When the emergency arose with his sudden death, Peggy Becker was ready and capable to step into his position.

Business has doubled under her supervision — but, she contends, "that condition seems to exist with radio stations all over the country". Now WTBO has become a fulltime station and NBC affiliate, overcoming the difficulties encountered in the valley location where mountains loom on every side. Mrs. Becker recently was elected to the Cumberland Chamber of Commerce. The businessmen of the city have recognized her ability and accepted her as one of them—"and of this I *am* proud!" she said.

Of her nursing career she also has reason to be proud. She was graduated in 1923 as a registered nurse from St. Mary's Hospital, Rochester, Minn., not far from where she was born in East Bristol, Wis., Jan. 3, 1900. She was at the hospital while the famous doctors, Charles and William Mayo, were doing surgery there. Then for four years she did public health work in California and on pineapple plantations in the Hawaiian Islands.

She had earned her teachers' degree at the Winona Teachers' College, and in 1930 returned from Hawaii for her B. S. at Columbia. After three years of public health and social service work, while Frank was with NBC, she became medical supervisor for the Home Relief Bureau in New York. The next year the Beckers moved to Philadelphia, and her nursing career was halted.

But her big career was being "Mrs. Becker", so Frank's interests became more and more hers. Peggy's hobbies are the things they did together and which she still does—fishing, horseback riding, flying, reading, ping-pong.

"Working so closely with Mr. Becker for 10 years has given me an ideal to strive for in this business of broadcasting," she explained. "Becker always maintained that the small station in a local community could have just as high a standard of performance, be just as effective, and of just as much service to its own community as the more powerful station in a larger community."

Under Peggy Becker, who understands the job she is doing—and loves it—standards will remain high.

Co-Op Disc Library

A TRANSCRIPTION library was planned by the Cooperative League of the USA at a meeting in Chicago Dec. 16-17. The thirty regional educational directors decided that the library be made available nationally to all stations and networks. More than 193 requests have come to the League since the service began.

BEHIND *the* MIKE

WALTER FERGUSON, formerly with WSIX Nashville, has returned to the station from WAAC Ft. Meyers, Fla. Bob Chaudoin has been named head of the WSIX continuity department. Franklin Melton and Jimmy Lockert, formerly of WJZM Clarksville and recently discharged from the Army, have joined the announcing staff. Jimmy Kent, acting chief announcer, has been inducted into the Army.

BILL GUIDER, formerly of KLZ Denver, has joined the news announcing staff of KYA San Francisco.

JOHN CONDON, announcer of KYA San Francisco, has been appointed musical director.

BOB WILLIAMS, announcer of KPO San Francisco, is the father of a boy.

GORDON (Jack) FRASER, BLUE announcer, has been transferred to the network's news and special features division, and will soon be sent overseas to cover Allied activities in the North African theatre as a BLUE war correspondent. Formerly with NBC and prior to that a newscaster with WEAN Providence, Mr. Fraser will join George Hicks, now with Gen. Mark Clark's Fifth Army in Italy.

RUSS WYLY has rejoined the staff of WLAC Nashville as full time announcer.

THOMAS PATRICK CASSIDY, former announcer of KIDO Boise, Ida., has joined KFAC Los Angeles.

HARRY PATTERSON, announcer of KMPC Beverly Hills, has been inducted into the Army.

LOU PLACE, after a 10-month absence, has rejoined the announcing staff of KGFJ Los Angeles.

ALAN FISHBURN, radio producer with Schwimmer & Scott, Chicago, and his wife, Geraldine Kay, star of many *Author's Playhouse* dramatizations over NBC, are parents of a boy.

FRANK McGIVERN, WCFL Chicago staff announcer, was inducted into the Army Air Forces last week. Bob Lewis, formerly with NBC Chicago, and Bob Venables, with WGN Chicago, have joined WCFL.

JACK JOY, West Coast head of the War Dept. radio branch, bureau of public relations, is still confined to Hollywood (Cal.) hospital where he underwent two major operations several weeks ago.

POPULARITY!
It's a Hooper-proved fact that WSGN consistently produces and broadcasts Alabama's best-liked shows; another reason why your advertising dollars do the most for you when spent for WSGN time.
WSGN
Coverage-Popularity
Call Headley-Reed
Affiliated with
The Birmingham News

Merry Christmas,

all you time buyers!

We would like to extend to all time buyers throughout the Nation sincerest wishes for a happy holiday season. We greatly appreciate the confidence you have shown in Radio Station WDOD by your extensive time purchases during 1943.

time
to
buy
on

NATIONAL REPRESENTATIVES
PAUL H. RAYMER CO.

WDOD

CBS FOR CHATTANOOGA, TENN.
5,000 WATTS DAY AND NIGHT

If you buy or plan advertising for Iowa, you need

THE 1943 IOWA RADIO AUDIENCE SURVEY

gives you detailed analysis of "listening areas" of every Iowa station, programs that appeal to urban, village, and farm families, and listening habits. Illustrated with pictographs for quick and easy reading. You can get a copy free by writing to

CENTRAL BROADCASTING CO.
912 Walnut St., Des Moines, Iowa

"Little Chief" says:-
WANT MORE IDAHO WAMPUM?
$
$
$

KSEI
POCATELLO · IDAHO

In the Sweet Buy and Buy

If you'd like that grand and glorious feeling that comes from seeing your merchandise move almost like magic, put WAIR to work in this great American market. You'll learn quickly why WAIR is famous for its salesability.

WAIR

Winston-Salem, North Carolina

Covers Atlanta at LOWEST Cost!

WATL
ATLANTA
MBS 1400 KC

Represented by SPOT SALES

RICHARD CUTTING, announcer of KFAC Los Angeles, has joined KNX Hollywood.

HARRY RENFRO, news editor of KXOK St. Louis, has been named director of public relations. Elmer Muschany of the music department has been put in charge of production. Jerry Burnes, sports commentator, has been inducted into the Army.

STANLEY BUSH, formerly with WINN Louisville, Ky., has joined the announcing staff of WAYS Charlotte, N. C.

JEWELL BORD has joined the program department of WOWO-WGL Ft. Wayne, Ind.

MARY JANE FISHER, formerly associated with the advertising department of *The Dakota Farmer*, has joined the publicity and sales promotion department of WTCN Minneapolis-St. Paul.

BOB WAYNE, formerly with WMIN St. Paul, and Dave Kilbourne, formerly with KYSM Mankato, Minn., have joined the announcing staff of WDGY Minneapolis. Barbara Flannigan is now chief of continuity for the station.

GREGG DONOVAN, formerly with WDGY Minneapolis, has joined WMAQ Chicago.

HAL MENDELSON, recently discharged from the Army and new to radio, has joined KYA San Francisco as announcer.

EVERETT NEILL, announcer-pianist of KQV Pittsburgh, has recovered from a respiratory illness.

ANTHONY RAINGER, former Los Angeles copywriter, has joined WMFF Plattsburgh, N. Y.

PHIL BUXBAUM JR. returns to WELI New Haven as sportscaster on Jan. 3. He will be heard on a nightly sports program for J. Johnson & Sons, clothiers.

NEIL SHREVE, sports observer for WMMN Fairmont, W. Va., is now in the Army, at Fort Haynes reception center, Columbus, Ohio.

ROBERT TREE WEST, of Boston, and recently at WHOM New York, and Allen Hampton, formerly chief announcer of WSLS Roanoke, have joined the WMAL announcing staff.

CAL KARNSTEDT, announcer of KSTP St. Paul, is the father of a boy. Karnstedt recently went on the air shortly after suffering severe injuries in an auto accident.

DON KNEASS, news editor, and Jack Eichenberger, director of publicity and sales promotion, of KGW-KEX Portland, Ore., report Dec. 27 and Jan. 3, respectively, to the Fort Lewis, Wash., Army reception center.

SARA JANE TROY has become a staff announcer of WOV New York, following a three months' apprenticeship.

PAT BARNES, writer-actor, succeeds Jim McWilliams as m. c. of *Correction Please* on CBS, Jan. 1.

BILL MARLOWE, former senior newscaster and announcer of WMC Memphis, has joined WCHS Charleston and the West Virginia net in the same capacity. On Dec. 17 he married Waurine Turner of Shaw, Miss.

BOB SHERRY, former staff announcer and sportscaster of WSM Nashville, Tenn., has joined the announcing staff of NBC New York.

GEORGE V. DENNY, moderator of the BLUE's *Town Meeting of the Air*, has received the annual award of merit of the City Business Club of Philadelphia.

JOHNNY OLSON, former announcer of WTMJ Milwaukee, on Jan. 1 joins the BLUE as m.c. for two BLUE shows, *Swing Shift Follies* and *On Stage Everybody*. He will also conduct his own five-weekly variety show on WJZ New York.

Grim Job

TOUGH assignment has fallen to Lt. Charles T. Snowden, former sports announcer of WAJR Morgantown, W. Va. It is his grim duty to patrol the field immediately after battle and bring in the bodies of dead soldiers. The job of the 32-year-old athlete, who was a Yale fullback in the 30's, was recently written up and sent from the front by a war correspondent. "Charley" won special acclaim before his induction—he was promoted from the ranks—for his coverage of the basketball games in New York when W. Va. U won the national collegiate title.

New MBS Series

MUTUAL'S overseas correspondents will be heard in a new five-weekly 10 a.m. program with a different reporter taking over the entire broadcast each day to give a news summary, a review of events according to geographical areas and a human interest story. New series, announced last week by John Whitmore, Mutual news division manager, starts Dec. 29.

FLOYD MACK, formerly in the news division of WOR New York, has joined the program department of Mutual as night supervisor.

PAULA NICOLL, Mutual traffic supervisor, and Boake Carter, Mutual news commentator, were married Dec. 18 in New York.

RALPH BENSON, formerly of KOL Seattle, has joined the announcers' staff of NBC Central Division.

JIM HENDRIX, formerly announcer of stations in the South, has joined WPEN Philadelphia.

CORP. ROBERT W. ROBERTS, former announcer of WPEN Philadelphia, now a paratrooper, and Madelyn Hudome, secretary to Lou London, program director of WPEN, were married last week.

JOAN RETA HINLEIN, new to radio, has been added to the program department of WFIL Philadelphia as a writer.

GEORGE LILLEY has resigned as director of publicity and special events of WCAU Philadelphia. He is succeeded by Gil Babbitt, who left the newsroom staff of NBC in New York.

PATRICIA VOILS, script writer, and John Tillman, announcer, both of CBS, were married in New York Dec. 12.

CHARLES R. STERRITT, chief announcer of WJBK Detroit, has received a commission as lieutenant (j.g.) in the Navy, and is now training in New York State.

HARRY MARBLE, announcer, has returned to CBS, having received an honorable discharge from the Army.

ELIZABETH IRISH, formerly chief of the advertising records division of the CBS research department, has been named office manager of the department.

HOBART DONOVAN, Chicago radio writer and producer of *Beat the Band* on the BLUE, will leave Dec. 28 for Hollywood to freelance.

FRED MacPHERSON, former announcer at KGU Honolulu, has been added to the announcing staff of KFBK Sacramento replacing Gordon Carlson, resigned.

WMCA HAS 5-HOUR CHRISTMAS PICKUP

WMCA New York on Christmas Day brought New York servicemen in many parts of the world in touch with their hometown via a globe-circling program which lasted well over five hours. Station paid all line charges for pickups from foreign areas, and cancelled all commercial commitments in period from 5 until 10:15 p.m. reserved for the program, and in a similar stretch starting at 12 midnight when the entire broadcast was repeated via transcription.

As announced last week by Nathan Straus, new president and owner of the station, the program was to be primarily an interview greeting type of program rather than an entertainment feature. Through arrangements with RCA Communications and AT&T, members of the armed forces whose homes are in the vicinity of New York were to address Christmas messages to family and friends from far off points in the Far East, Pacific, Mediterranean and other war theatres.

While no advance information was to be available until broadcast time on the number or identity of men in service on the broadcast, quarter-page ads in New York papers last Friday evening and Saturday morning called attention to the feature, and in addition to carrying the transcribed rebroadcast, WMCA offered each family a recorded copy of their boy's greeting upon request. Interviews in overseas and combat areas were arranged and handled by the Red Cross while the USO handled broadcasts in U. S. territory and outposts, in cooperation with the War Dept.

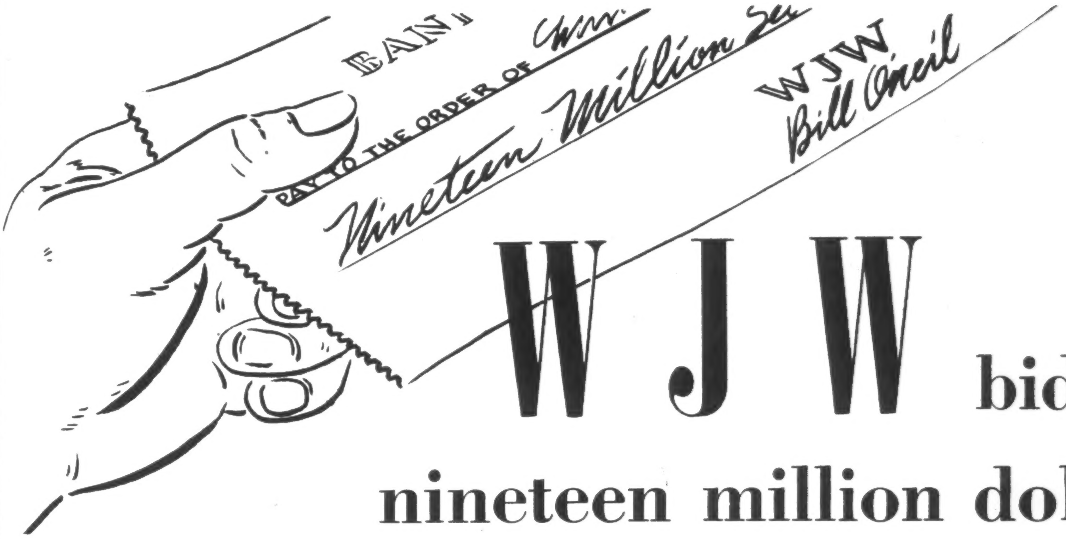
RCA Wire Party

RCA provided 30,000 employes in five plants with a special Christmas entertainment last Thursday over a closed circuit network, when David Sarnoff, RCA president, greeted workers. Gladys Swarthout sang. A feature was a talk by John Pugliese, whose five sons have been in the service, four in combat. The elder Pugliese, representing RCA parents with sons and daughters in the service, talked by special wire to his 20-year-old son, Tony, at Norfolk, a war casualty.

★ ★
THE BRIGHT SPOT of Eastern New York

SCHENECTADY
TROY
ALBANY
WTRY
The Buying Triangle

Only BLUE Network Station Covering this Area
★ ★



WJW bids nineteen million dollars!

$19,000,000 per week for a share of your radio schedule . . . $19,076,920 is the exact figure . . . and that's $991,999,840 per **year** . . . but we don't mind . . .

It isn't **our** money . . . it's the money your Clevelandaire market (just the people who work in this metropolitan district) are earning and spending this year.

Usually we don't like statistics. Our only other favorite statistic is the one about Rockefeller's millions. Cashed into silver dollars and laid one against the other all the way up Broadway—he'd get darn few of 'em back!

But you needn't worry about YOUR dollars. All of the money you aim at the Clevelandaire market will come bouncing back to you . . . with so much interest that you'll be embarrassed, come tax time!

"Clear as a Bell"
at
850
ON THE DIAL

This is a billion dollars talking . . .
You can't talk back to a billion
dollars . . . but you can talk to it . . .

BASIC
Blue Network
CLEVELAND, O.

WJW 850

850 KC
5000 Watts
DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

The CBS Station for a million people in 22 counties of 3 states... the heart of the Textile South.

5000 Watts Day
1000 Watts Night
950 kc.
Spartanburg, S. C.
Represented by Hollingbery

NEW MEXICO
EL PASO
TEXAS
OLD MEXICO

Where the West really is—it's
KROD
600 KC CBS
Business booms here. Thousands of new listeners in our unrivalled coverage area make KROD the best radio buy.
Dorrance Roderick, *Owner* Val Lawrence, *Manager*
HOWARD H. WILSON CO.
National Representatives

CARRYING ALL CBS MAJOR PROGRAMS
KGVO
MISSOULA · MONTANA

Friendly, persuasive personalities, plus entertainment and service geared to this six-state area GET RESULTS!

WIBW The Voice of Kansas in TOPEKA

Agencies

HERBERT M. MERCREADY, formerly sales promotion manager of Magnus Chemical Co., and head of his own agency, has joined O. S. Tyson & Co., New York, as a vice-president. Other appointments include: Fay Keyler, first vice-president; Elizabeth M. O'Neill, secretary and treasurer; Ernest S. Green, copy department manager; and George Balsam, account manager. Kenneth W. Bailey, formerly advertising manager of Continental Electric Co., and at one time division advertising manager of Westinghouse, has been named account manager of Tyson.

WALTER McCREERY, Allied Advertising Agencies, Los Angeles, was in Washington last week at the invitation of Chester Bowles, OPA Director, in connection with radio problems on the West Coast. Mr. McCreery is a regional radio consultant for OPA.

WILLIAM D. HORNE Jr., formerly vice-president, secretary and treasurer of Fulton, Horne, Morrissey Co., Chicago, has joined Needham, Louis & Brorby, Chicago, as vice-president. The name of the former agency will be changed to Fulton, Morrissey Co., effective Jan. 1.

O'NEIL, LARSON & McMAHON, formerly the United Advertising Companies, Chicago, has moved to larger quarters at 230 N. Michigan Ave.

SHIRLEY C. JEFFERIS has been appointed assistant to Seymour S. Preston, vice-president of John Falkner Arndt Adv. Agency, Philadelphia.

SANFORD BARNETT, producer of J. Walter Thompson Co., takes over the duties of George Wells, who resigned to join MGM. Fred MacKaye replaces Barnett as a producer of the CBS *Lux Radio Theatre* as Barnett takes over as writer and adapter. Harry Kerr continues to write framework.

JEAN KING, formerly secretary to H. M. Dancer, president of Blackett-Sample-Hummert, has joined C. E. Hooper Inc., as director of press information.

HARRY FISCHBEIN, formerly chief of advertising and publicity at WDGY Minneapolis, has joined Brown & Biglow, St. Paul.

FITZGERALD Adv. Agency Inc., New Orleans, will be dissolved effective Dec. 31. Assuming and continuing operations on that date will be Fitzgerald Adv. Agency, a partnership.

TOMMY WILLIAMS, formerly head of the WSIX Nashville continuity department, has joined Smith, Taylor & Jenkins Agency, Pittsburgh.

WILLIAM S. WRIGHT, formerly salesman with Weed & Co., New York, and McGillvra, Los Angeles, has joined the New York office of the Katz Agency.

CRAIG DAVIDSON, a vice-president of Compton Adv., New York, has been elected a director of the agency.

MAX F. SCHMITT, former director of advertising and sales promotion of Collins & Aikman, automobile accessory firm, has joined J. Walter Thompson Co., New York, as an account executive.

JOHN D. ROBERTS, formerly in the sales promotion division of Kimberly-Clark Corp., Chicago, has joined Behel & Waldie & Briggs, Chicago, as account executive.

JOHN L. NANOVIE, formerly with Street & Smith, publishers, has joined Arthur Kudner Inc., New York, to do publicity.

PAT BLACKETT, daughter of Hill Blackett, of Blackett-Sample-Hummert, Chicago, will leave her producing job with CBS Chicago Jan. 1 for radio acting.

Morse to J-W-T

JOHN H. MORSE, formerly vice-president of Buchen Co., and a director of the Chicago Industrial Advertising Assn., has joined J. Walter Thompson Co., New York, as industrial advertising specialist. He will continue as consultant to the U. S. Dept. of Commerce on marketing, advertising and publications. For two years, chief of the commercial and economic information division of the Bureau of Foreign and Domestic Commerce, Mr. Morse was formerly associate professor of economics and business administration at Hillsdale College, Michigan, and at Nevada U.

Mr. Morse

McCann-Erickson V-P

McCANN-ERICKSON, New York, has announced the election of five vice-presidents and four new members of the board as follows: Vice-presidents, W. E. McKeachie, creative director; E. F. Wilson, media director; R. E. Thompson, copy group head, all of New York, and A. A. Sommer, Cleveland office manager, and R. B. Donnelly, Minneapolis office manager. Directors: C. B. Robbins, executive vice-president; C. A. Hoppock, director of merchandising research of the New York office; J. J. McCarthy, account group head, and D. C. Hight, Detroit office manager.

B. & B. Elects Craig

WALTER CRAIG, head of the radio department of Benton & Bowles, New York, since last February, was elected a vice-president of the agency at a meeting of the board of directors. Before joining Benton & Bowles in October, 1942, Mr. Craig had served as program director of WMCA New York, and previously headed his own producing firm.

JAMES YATES, formerly art editor of *The Saturday Evening Post*, joins Lennen & Mitchell, New York, as vice-president in charge of art and production.

HARRY CHAPPERON, director of research and publicity of Charles M. Storm Co., New York, has been named a vice-president.

KEYSTONE SALES UP 330% OVER 1942

SALES for Keystone Broadcasting System for 1943 show an increase of approximately 330% over 1942, according to Michael M. Sillerman, president, in a year end statement released last week. This year's sales volume was 16 times the sales volume for 1941.

Through the development of non-musical programs and the "network" announcement plan, KBS was able to buck the "stymie" created by the AFM ban on musical recordings, and continue to attract larger numbers of national advertisers into the small city markets, the report continues.

Included are the results of a recently-completed survey which establishes KBS primary listening areas in over 1,000 counties. During the past year Keystone affiliates, as part of the "network" operation, compiled a total of some 168,000 aggregate hours of programs designed to promote the war effort, and these efforts will be intensified in the coming year, the report states.

Hackett to Kimball

CECIL HACKETT, who resigned last August from his position as managing director of WINS New York, has joined Abbott Kimball Co., New York agency, as a vice-president and director of radio sales. Prior to his affiliation with WINS, Mr. Hackett handled sales at WHN and WMCA, both in New York.

Sturdivant Elected

JOHN W. STURDIVANT, media department director and account executive of Erwin, Wasey & Co., New York, has been elected a vice-president of the agency. He has been with the firm 25 years.

CBS is mailing to its affiliates recordings of the Dec. 3 broadcast from London by Edward R. Murrow, describing an RAF bombing raid in which he participated. Distribution of the records follows the release of a reprint of the account in booklet form entitled "Orchestrated Hell."

W2WXV, Du Mont television station operating on Channel 4, 78-84 mc, starts a new feature *Television Canteen* at 7:30 p.m. Dec. 28, for entertainment of hospital patients, with talent donating services.

KOZY
FM in KANSAS CITY
EVERETT L. DILLARD
General Manager
PORTER BLDG., KANSAS CITY

DULUTH, MINN.
SUPERIOR, WIS.

★

HOOPER
Station
Listening
Index
Fall, 1943

	WEBC	Stn. B	Stn. C.	OUTSIDE STATION
MORNING (8 AM-12N)	42.3	30.4	23.9	3.4
AFTERNOON (12N-6 PM)	56.4	21.8	20.5	1.3
EVENING (6-10 PM)	60.3	17.0	21.9	0.8

For Market Data, Rates and Service Contact Us or Geo. P. Hollingbery Co., Chicago, New York, Atlanta, San Francisco and Los Angeles.

NBC

5000 WATTS

WEBC

KEY STATION
ARROWHEAD NET.

WEBC BUILDING · DULUTH 2, MINN.

Where to make Sales at a Profit

On the basis of sales-per-dollar, WSIX is prepared to do a job that will open your eyes even in today's new appreciation of radio advertising.

Advertisers and agencies who check returns have consistently found WSIX a highly profitable medium for covering the Nashville market.

Because—WSIX has the listeners . . . and the listeners have the money to spend for the things they want.

Spot Sales, Inc., National Representatives

Member Station, The Blue Network and Mutual Broadcasting System

5,000 WATTS

980 KC

WSIX "The Voice of Nashville"

NASHVILLE, TENN.

OWI PACKET, WEEK JAN. 17

Check the list below to find the war message announcements you will broadcast during the week beginning Jan. 17. All station announcements are 50 seconds and available for sponsorship. Tell your clients about them. Plan schedules for best timing of these important war messages. Each X stands for three announcements per day or 21 per week.

WAR MESSAGE	NET-WORK PLAN	STATION ANNOUNCEMENTS Group KW Aff.	Group KW Ind.	Group OI Aff.	Group OI Ind.	NAT. SPOT PLAN Live	NAT. SPOT PLAN Trans.
Fourth War Loan	X	X	X	X	X	--	--
Womanpower	X	--	--	--	--	--	--
Wartime Nutrition	--	--	--	X	X	--	--
Save Critical Resources	--	X	X	--	--	--	--
Car Sharing	--	--	--	--	--	--	X
Conserve Gasoline	--	--	--	--	--	X	--
Wage & Price Stabilization	X	--	--	--	--	--	--

See OWI Schedule of War Messages 91 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

War Loan Messages Dominate OWI Sponsorable Series to Begin Jan. 17

FOURTH War Loan messages dominate the war information campaigns scheduled by the OWI Domestic Radio Bureau for the week beginning Jan. 17, when all station announcements will be sponsorable. OWI officials expressed hope that the new setup will result in better positions for the messages, as well as some revenue for smaller stations in areas that have not been boomed by war industry.

The War Bond messages are scheduled on all of the allocation plans, except the National Spot plan, which will carry them later in the drive. This is due to the longer time required in the production routine for National Spot.

Womanpower Scheduled

To balance listener coverage as between affiliated and independent stations, an additional schedule of announcements will go to independent stations in both the OI and KW groupings. Besides the allocations shown in BROADCASTING'S Packet Table, OWI War Loan messages will be spotted on the Special Assignment, Special Events and Special Transcription plans.

The one new subject scheduled for the week of Jan. 17, other than War Bond announcements, is Womanpower. It has been estimated that a million new employes will be needed in American industry and business by July 1, 1944. Inasmuch as the supply of males is virtually exhausted in many localities, women will comprise the only labor reserve which can be called upon. Women not now employed are to be urged to take jobs, either in war plants or in essential war-supporting industries.

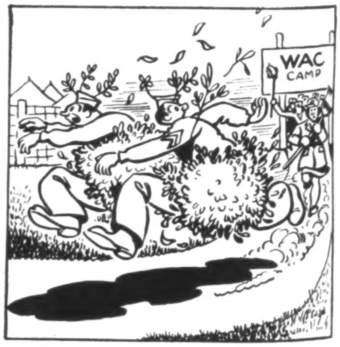
Messages on the Station Announcement plan include the Bond series, regarded as suitable for sponsorship by any advertiser, but perhaps most appropriate for banks or the larger local industries; the Wartime Nutrition messages, especially suited for dairy, bakery and food chain sponsorship, and the Conserve Critical Resources group, aimed at fuel conservation. The latter announcements carry a dual message, the first part urging listeners to conserve fuel for heating and the second part asking fuel conservation through voluntary reduction in the consumption of electricity, water and gas. Obviously indicated sponsorship is by fuel companies and public utility firms. The fuel messages are not to be broadcast in those areas where fuel shortages have not been declared to exist.

Starred in Films

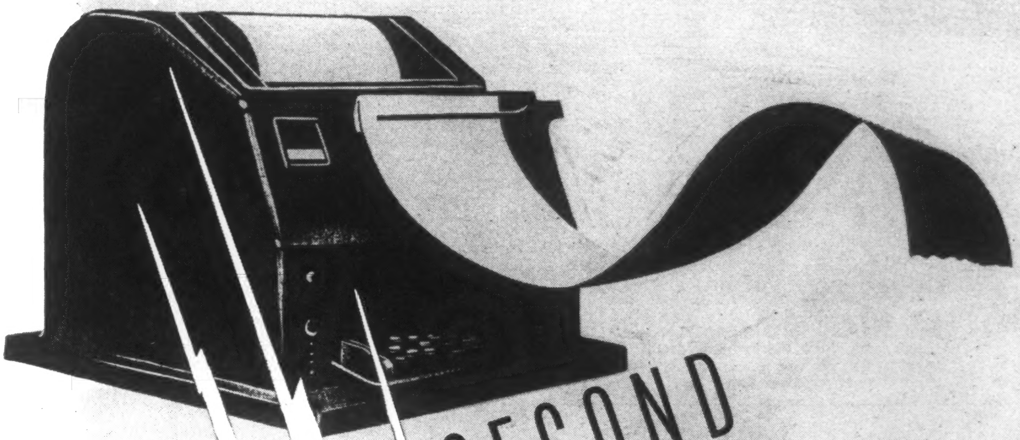
DON WILSON, announcer on NBC *Jack Benny Show*, portrays himself in the Warner Bros. film, "Cinderella Jones", currently in production. Jack Benny co-stars in "The Horn Blows at Midnight", being produced by that studio. Harriet Hilliard and Ozzie Nelson, of NBC *Red Skelton & Co.*, have a major spot in the Universal picture, "Anybody Here Seen Kelly?". Edgar Bergen and Charlie McCarthy will be featured in the Charles R. Rogers production, "Song of the Open Road", to be released through United Artists.

WDRC 21st Anniversary

WDRC Hartford celebrated its 21st anniversary this month. President Franklin M. Doolittle founded the station in 1922, the state's pioneer broadcaster. I. A. Martino, chief engineer, and Walter B. Haase, program manager are the oldest employes.



"Ever since you heard that WAC recruiting spot on WFDF Flint, you've forgotten all you ever knew about camouflage."



A 15-SECOND

News Flash

To the authoritative news reports supplied through the world-wide facilities of PRESS ASSOCIATION and TRANS-RADIO PRESS, WCAU now adds the three wires of UNITED PRESS—Local Wire, Newspaper Wire and Radio Wire—assuring coverage of *all* the news...fast—accurate—complete.

WCAU *50,000 Watts*
Philadelphia

Radio Advertisers

HUNT BROS. Packing Co., processors of California fruit and vegetables, has appointed Garfield & Guild, San Francisco, as agency. Plans for consumer advertising are being mapped.

SOUTHERN CALIFORNIA Telephone Co., Los Angeles (help wanted), under an increased appropriation on Dec. 10 started a daily quarter-hour recorded musical program on KPRO Riverside and KFMB San Diego. Similar type of program is continued on KPAS Pasadena and KFAC Los Angeles, with daily participation on KFWB Hollywood. Firm in addition sponsors weekly half-hour *Your Number Please* on KNX Hollywood. Company uses spot announcements on KFVD Los Angeles. Agency is The Mayers Co., Los Angeles.

HOTEL MELBOURNE, St. Louis, has begun a spot campaign on WHBQ Memphis to acquaint Memphis businessmen who frequently travel to St. Louis regarding accommodations offered by the hotel.

P. LORILLARD Co., New York, has begun sponsorship of an hour portion of the daily *Gloom Dodgers* program on WHN New York for Old Gold cigarettes. Sponsorship includes the 12 noon to 12:15 p.m. period Monday through Friday, and the 12 noon to 12:45 p.m. time Saturday. Agency is J. Walter Thompson Co., New York.

SMART & FINAL Co., Wilmington, Cal. (wholesale food products), for the fifth consecutive year, on Jan. 3 renews for 52 weeks the five-weekly quarter-hour program *Johnny Murray Talks It Over* on KFI Los Angeles. Agency is Heintz-Pickering & Co., Los Angeles.

COMMANDER - LARABEE MILLING Co., Minneapolis (Vivasoy flour), on Dec. 13 began sponsorship of a series of one-minute participations five days a week on the WLS Chicago *Feature Foods* program. Contract is for 16 weeks. Agency is Mitchell-Faust, Chicago.

Socony on Coast

SOCONY-VACUUM OIL Corporation program, slated to start Jan. 12 on eight CBS Pacific stations, will promote Mobiloil and gas in the Wednesday 9:30-10 p.m. (PWT) period. Featured will be Orson Welles with Paul Baron's orchestra. Format will be of a comedy nature with guest comedians appearing each week. It was pointed out that the new series is entirely a West Coast proposition and, will in no way affect the Socony sponsorship of Raymond Gram Swing's news commentaries five times weekly on 130 BLUE stations. Agency is Compton Adv., New York.

NORTHWESTERN Yeast Co., Chicago, shifts *Songs of a Dreamer* from Mondays, Wednesdays and Fridays Jan. 8 to Saturdays on the BLUE, adding 41 stations. Contract is for an indefinite period. Agency is MacFarland, Aveyard & Co., Chicago.

McMAHAN FURNITURE Co., Santa Monica, Cal. (retail chain), is sponsoring a five-weekly 15-minute morning newscast on KNX Hollywood. Contract is for 52 weeks. Firm in addition sponsors the five-weekly quarter-hour transcribed serial, *Linda's First Love*, on that station. McMahan's schedule also includes T. B. Blakiston, commentary, five times per week on KFI Los Angeles; Fleetwood Lawton, news analyst, six times weekly on that station and KECA; with transcribed versions of the latter's commentary on KERN Bakersfield and KMJ Fresno. M.C.M. Agency, Santa Monica, has the account.

LIT BROTHERS, Philadelphia (department store), has added another program on WFIL Philadelphia to its schedule on that station. The new program started Dec. 20 is heard Monday, Wednesday and Friday afternoons and is called *Time Was*, offering a musical review of popular songs now and then. It is the fourth program series sponsored by the store on WFIL.

7-UP BOTTLING Co., Philadelphia, has taken over the sponsorship of *This Week In Philadelphia* on WFIL. Account was placed by Philip Klein Agency, Philadelphia.

SKOURAS THEATRES Corp., New York, has renewed for 52 weeks *This Is Our Cause* on WINS New York, effective Jan. 9. Each weekly half-hour broadcast is turned over to a civic organization to promote its cause.

EDWARD L. JOHNSON, district sales manager of the Minneapolis office of General Foods Corp., has been promoted to sales manager of the Detroit district. George L. Conrad, formerly district representative at Akron, Ohio, takes the Minneapolis post.

GILLETTE Safety Razor Co., Boston, has elected as vice-presidents G. Herbert Marcy, assistant to the president; A. Craig Smith, advertising manager, and Louis H. Young, plant superintendent.

GENERAL MILLS, Minneapolis, places all advertising for Softasilk through Blackett - Sample - Hummert, Chicago, along with Cheerioats, Corn Kix and Gold Medal flour. After Jan. 1 the accounts will be handled by Dancer - Fitzgerald - Sample, successor to Blackett-Sample-Hummert on that date. It was incorrectly stated in the Nov. 8 BROADCASTING that Softasilk was handled by Knox Reeves.

DIXIE margarine and Cocoa Marsh are now participating in the *Yankee Kitchen* heard daily over WNAC Boston and the Yankee network.

AUTOMATIC COAL BURNER Co., Philadelphia, has named Lewis & Gilman, Philadelphia, as agency.

This Radio Station

—proudly thanks American advertisers and their agencies for their magnificent support during 1943 and pledges itself to champion 1944 in a manner that will merit their continued confidence.

Forward America to a Speedy Victory and Peace!

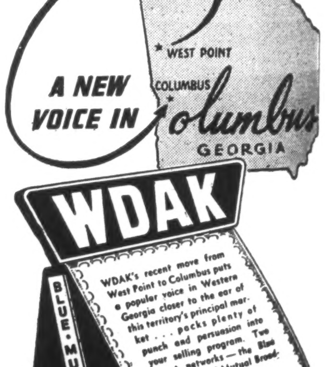
50,000 Watts

WWVA
WHEELING, W. VA.
IF IT'S A FORT INDUSTRY STATION
YOU CAN BANK ON IT

50,000 WATTS

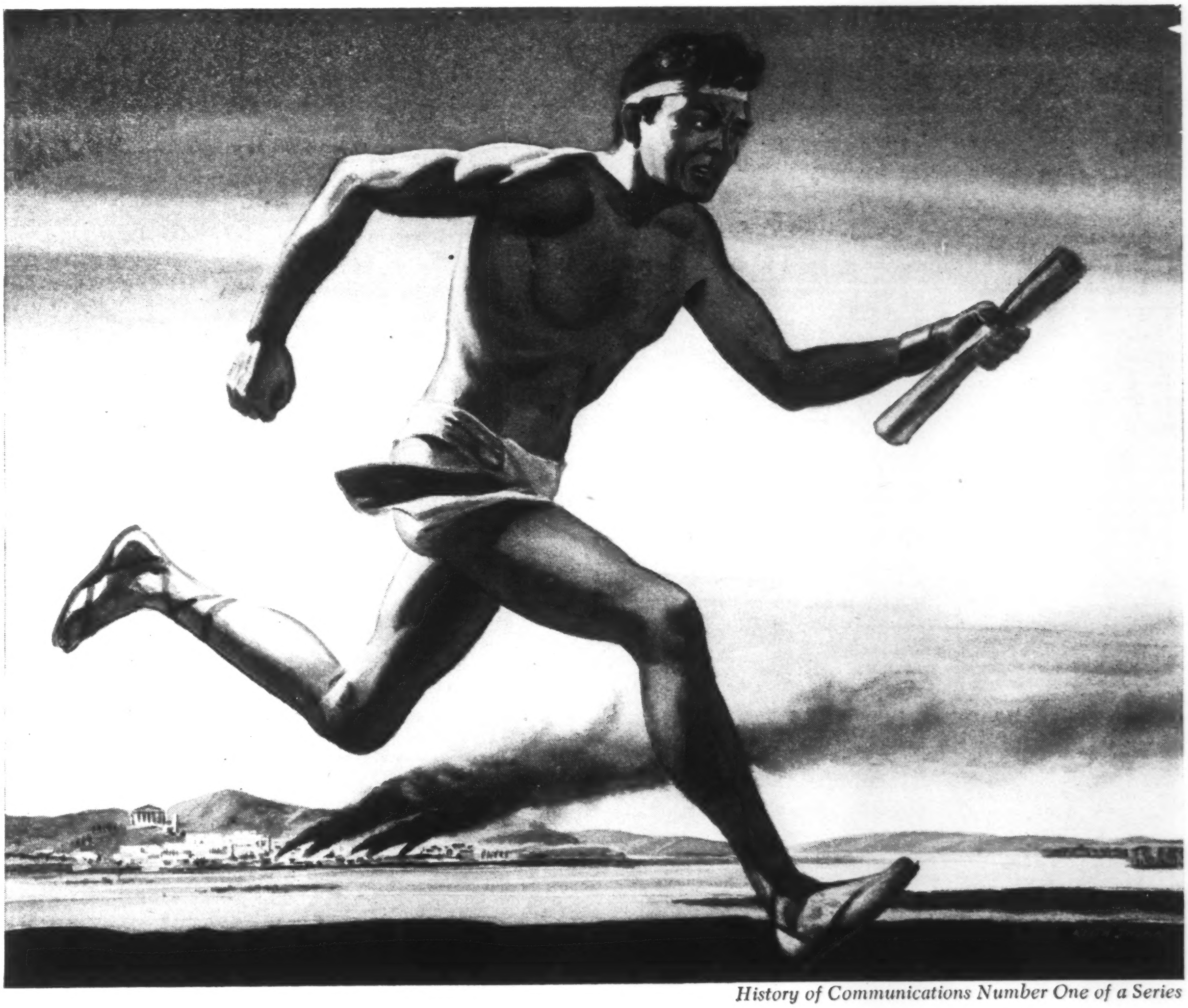
A FORT INDUSTRY STATION

Blue Net



WDAK's recent move from West Point to Columbus puts a popular voice in Western Georgia closer to the ear of this territory's principal market . . . packs plenty of punch and persuasion into your selling program. Two great networks—the Blue Network and Mutual Broadcasting System.

Headley-Reed, National Representative



History of Communications Number One of a Series

A FORERUNNER OF MODERN COMMUNICATIONS

MODEL 1700-UB

One of the first known channels of message carrying was by runner, and annals of Grecian and Phoenician history describe the nimble lads who firmly grasped rolls of parchment and sped hither and yon. Clad in typical running gear of the period, they covered amazing distances with almost incredible speed. That was the forerunner of today's modern communications where scientific electronic devices are "getting the message through" on every war front. Universal Microphone Co. is proud of the part it plays in manufacturing microphones and voice communication components for all arms of the United States Armed Forces, and for the United Nations as well. Other drawings in the series will portray the development of communications down through civilization and the ages to the modern era of applied electronics.

< Model 1700-UB, illustrated at left, is but one of several military type microphones now available to priority users through local radio jobbers.

UNIVERSAL MICROPHONE CO., LTD.
INGLEWOOD, CALIFORNIA

FOREIGN DIVISION: 301 CLAY STREET, SAN FRANCISCO 11, CALIFORNIA ·· CANADIAN DIVISION: 560 KING STREET WEST, TORONTO 1, ONTARIO, CANADA

THE *Business* OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WGY Schenectady

Cocilana Inc., Brooklyn (cough drops), 78 *ta*, thru Al Paul Lefton Co., New York.
Pillsbury Flour Mills Co., Minneapolis, 344 *ta*, thru McCann-Erickson, Minneapolis.
Scholl Mfg., Chicago (Zino pads), *ta* weekly, 26 weeks, thru Donahue & Coe, New York.
Wulf Bros., Troy (clothing), 27 *sa*, 13 weeks, thru Robert C. Russell Adv. Agency, Schenectady.
Anthracite Industries, New York (coal), 6 *sa*, thru Al Paul Lefton Co., New York.
Montgomery Co. Republican Committee (political), 2 *sp* direct.
Schenectady Democratic Committee (political), *sp*, direct.
Wildroot Co., Buffalo (cream oil formula), 3 *ne* weekly, 52 weeks, thru BBDO, New York.
Rudolph Bros., Syracuse (jewelers' items & service), 3 *sa* weekly, thru Leighton & Nelson, Schenectady.
Lambert Vitamin Co., St. Louis (Beams vitamins), 3 *sa* weekly, thru Lambert & Feasley, New York.
Maine Development Commission, Augusta, Me. (potatoes), 38 *sa*, thru Brooke, Smith, Frenche & Dorrance, New York.
P. Duff & Sons, Pittsburgh (Duff mixes), 39 *sa*, thru W. Earl Bothwell Adv. Agency, Pittsburgh.
Daily Mirror, New York (Sunday *Mirror*), 5 *sa* thru Lloyd, Chester & Dillingham, New York.
Chamberlain Sales Corp., Des Moines (Chamberlain lotion), 32 *ta* thru Cary-Ainsworth Co., Des Moines.

KFAC Los Angeles

Happy Tumbling Block Co., Osage, Ia. (toys), 6 *sp* weekly, 13 weeks, thru Northwest Radio Adv. Co., Seattle.
Standard Brands Paint Co., Los Angeles (paints, painters' supplies), 6 *ne* weekly, thru Adolph Wenland Adv., Los Angeles.

CKCL Toronto

Charles Wilson Ltd., Toronto (soft drinks), 6 *ne* weekly, thru A. J. Denne & Co. Toronto.
Consumers Electric Appliances Corp., Toronto (chain stores), 5 *sp* weekly, thru Frontenac Broadcasting Co., Toronto.

KMPC Beverly Hills, Cal.

American Schools, Chicago (correspondence course), 5 *sp* weekly, thru Buchanan & Co., Chicago.
Curtis Publishing Co., Philadelphia (*Saturday Evening Post*), 5 *t* weekly, 26 weeks, thru MacFarland-Aveyard & Co., Chicago.
Nehi Corp., Columbus, Ga. (Par-T-Pak), 5 *ta* weekly, 13 weeks, thru BBDO, Los Angeles.
Skinner Mfg. Co., Omaha, Neb. (macaroni) 10 *ta* weekly, 26 weeks, thru Ferry-Hanly Co. Kansas City.
Rheem Mfg. Co., San Francisco (help wanted, 6 *sa* weekly, thru J. Walter Thompson Co., San Francisco.
Consolidated Drug Trade Products, Chicago (Krank's Shave Kreem), 6 *sa* weekly 26 weeks, thru Arthur Meyerhoff & Co., Chicago.

KMJ Fresno

American Pop Corn Co., Omaha 5 *sa*, thru Buchanan-Thomas, Omaha.
Chamberlain Sales Corp., Des Moines, 5 *sa* weekly, thru Cary-Ainsworth, Des Moines.
Cooper Razor Blade Corp., New York, 6 *sa* weekly, thru Huber, Hoge & Sons, New York.
Westcraft Lads, Los Angeles (Hollywood permanent wave), 26 *sa*, thru Lew Sterling & Assoc., North Hollywood.
Floyd B. Johnson (religious), 52 *t*, thru Broadcast Adv., Los Angeles.
Ramos Mfg. Co., San Francisco, 7 *ne* weekly, 26 weeks, thru Segall Adv. Agency, San Francisco.
Lever Bros., Cambridge, Mass. (Spry), *ta* weekly, thru Ruthrauff & Ryan, New York.
Swift & Co., Chicago (Jewel shortening), 5 *ta* weekly, thru J. Walter Thompson Co., Chicago.

WRRF Washington, N. C.

Pepsi Cola Co., Long Island City, N. Y., 56 *ta* weekly, 52 weeks, thru Newell-Emmett Co., N. Y.
Wheatmeal, 21 *ta* weekly, 52 weeks, thru Keystone Broadcasting System, N. Y.
Bamby Bread, 25 *ta* weekly, 52 weeks, thru W. A. Long Co., Chicago.
Mentho-Mulsion, Atlanta, 14 *ta* weekly, 29 weeks, direct.
Block Drug Co., Jersey City, N. J. (Gold Medal Capsules), 7 *ta* weekly, 52 weeks, thru Keystone Broadcasting System, N. Y.
Dr. LeGear Medicines, St. Louis, 3 *ta* weekly, 26 weeks, thru Keystone Broadcasting System, N. Y.
Smith-Douglas Co., Norfolk (fertilizer), 5 *ne* weekly, 26 weeks, thru Courtland D. Ferguson Agency, Richmond.
Seven-Up, St. Louis, 7 *ne* weekly, 52 weeks, direct.

KTMS Santa Barbara, Cal.

Colgate-Palmolive-Peet Co., Jersey City (Peet's soap), 12 *ta* weekly, 52 weeks, thru Leon Livingston Adv., San Francisco.
Nehi Corp., Columbus, Ga. (Par-T-Pak, Royal Crown Cola), 10 *ta* weekly, 52 weeks, thru BBDO Los Angeles.
Interstate Bakeries, Los Angeles (Roman Meal bread), 5 *ne* weekly, 13 weeks, 6 *ne* weekly, 52 weeks, thru Dan B. Miner Co., Los Angeles.
Carter Products, New York (liver pills), 5 *ta* weekly, 52 weeks, thru Ted Bates Inc., N. Y.
Golden State Co., San Francisco (Golden V milk), 7 *ta* weekly, 52 weeks, thru BBDO San Francisco.
Weaver Jackson Beauty Salons, Los Angeles (chain), 6 *sa* weekly, 52 weeks, thru Milton Weinberg Adv., Los Angeles.
Seaside Oil Co., Los Angeles, 14 *sa* weekly, 52 weeks, thru McCarty Co., Los Angeles.
Pepsi Cola Co., New York (Pepsi Cola), 14 *ta* weekly, 13 weeks, thru Newell-Emmett Co., N. Y.
Standard Oil of Cal., San Francisco, 100 *sa*, thru BBDO San Francisco.
Sunset Magazine, San Francisco, 52 *ta*, thru Brisacher, Van Norden & Staff, San Francisco.

WJJD Chicago

F. H. Pfunder, Inc., Minneapolis (proprietaries), 1 *sp* weekly, 13 weeks, thru Sorenson & Co., Chicago.
Miles Kimball Co., Chicago (dairies), 1 *sp* weekly, direct.
Chicago Stadium, Chicago (Sonja Henie), 100 *sa*, thru Schwimmer & Scott, Chicago.
Libby, McNeill & Libby, Chicago (institutional), 30 *sa*, thru J. Walter Thompson, Chicago.
Central Trucking Assn., Chicago (help wanted), 18 *sa*, thru Robert Kahn & Associates, Chicago.
Chicago Arena, Chicago (ice skating), 2 *sa* weekly, thru Leo Burnett Co., Chicago.
Chicago Sun, Chicago (newspaper), 5 *sa*, thru Leo Burnett Co., Chicago.

KGER Long Beach, Cal.

Southern Pacific Railroad, San Francisco, 5 *sa* weekly, thru Foote, Cone & Belding, Los Angeles.
Colgate-Palmolive-Peet Co., San Francisco (Peet's soap), 6 *sa* weekly, thru Leon Livingston Adv., San Francisco.
Knox Co., Los Angeles (Cystex), 6 *sa* weekly, thru Allen C. Smith Adv. Co., Kansas City.
Sears Roebuck & Co., Los Angeles (chain), 6 *sa* weekly thru Mayers Co., Los Angeles.

INDEPENDENTS ASK CBC RECOGNITION

REPRESENTATION on the governing body of the second national Canadian Broadcasting Corp. network, scheduled to start operations Jan 1 [BROADCASTING, Nov. 15-29], has been requested by privately-owned Canadian stations. At their annual convention in Calgary last week, the Taylor-Pearson-Carson group and All-Canada Radio Facilities sent the following telegram to Rene Morin, chairman, Board of Governors, CBC:

"Representatives of privately-owned radio stations, meeting in Calgary, including many with 15 to 20 years broadcasting experience and representing prospective members of the new Dominion network, in the interests of public service broadcasting seek to be permitted to contribute to the welfare of broadcasting in general and listening public in particular by being permitted representation on the governing body of the new Dominion network.

"The new network, with the single exception of CJBC Toronto, being composed entirely of privately-owned stations whose contribution to Canadian radio has generally been overlooked, can make a valuable contribution in the organization and the exchange of programs reflecting sectional folk-lore, musical and educational advancements. A network so constituted through the element of competitions would stimulate the industry in general and the existing network in particular and the listening public of Canada will enjoy the fruits of experience, initiative and a clearer interpretation of community progress."

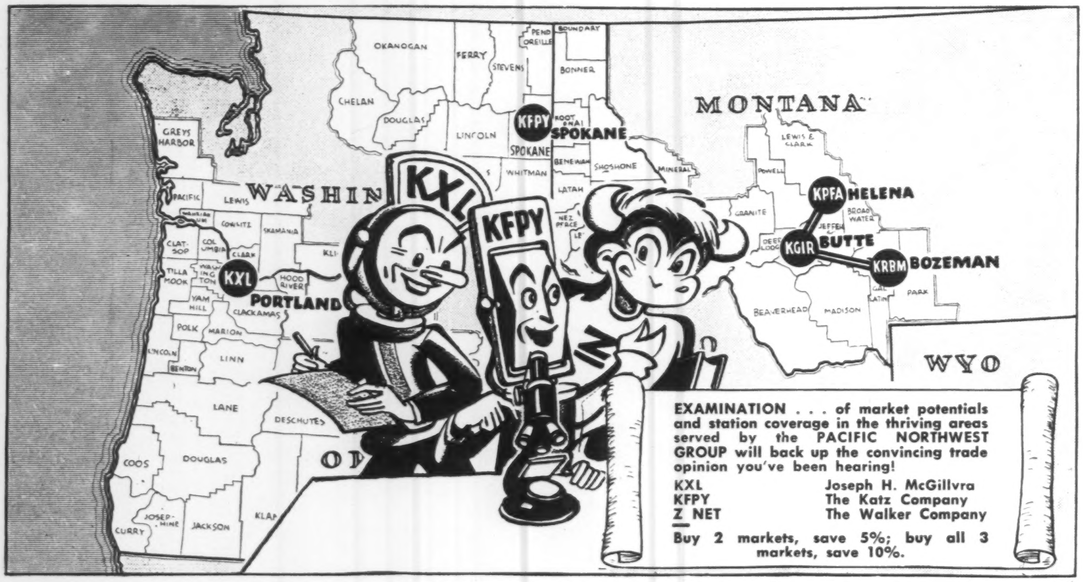
Heads Bloomingdales

JAMES M. SCHOFF, now president of The Fair, Chicago, and formerly vice-president of L. Bamberger & Co., Newark, will become president and managing director of Bloomingdale Bros. on Feb. 1, 1944, succeeding Michael Schaap, who will be elected chairman of the board. Samuel J. Bloomingdale, now chairman of the board, will become honorary chairman. Elections will be held at a coming meeting of the board of directors, according to Mr. Schaap. Bloomingdale's department store operates Metropolitan Television Inc., New York, FM and television firm.

Simonson Named

WARREN SIMONSON, who has been with Latin American enterprises of American business firms for a number of years, has been named head of the export advertising department of J. M. Mathes Inc., New York, to handle increased activities in this field. Mr. Simonson, who joined the agency a month ago will assume his new duties after Christmas upon his return from Mexico where he has been making a survey tour for the agency.

STU MANN, sports director of WDGY Minneapolis, has written an article "That Boy Carley" about Bob Carley, outstanding deaf athlete of Minnesota U., which appears in the January issue of *Coronet*.



EXAMINATION . . . of market potentials and station coverage in the thriving areas served by the PACIFIC NORTHWEST GROUP will back up the convincing trade opinion you've been hearing!

KXL Joseph H. McGillvra
KFPY The Katz Company
Z NET The Walker Company

Buy 2 markets, save 5%; buy all 3 markets, save 10%.

RADIO WAR-GRAM

PUBLISHED BY

Western Electric

IN RECOGNITION OF THE INDUSTRY'S CONTRIBUTIONS TO THE WAR EFFORT

1943....—*and* 1944

DURING this crowded year of war, AMERICAN BROADCASTING has done an outstanding job of bringing the news—*all the news*—to a news-hungry people. . . .

• • • —

During this crowded year of war, AMERICAN BROADCASTING has performed a notable service in donating freely to our armed forces the best available entertainment and talent—the humor that cheers the hearts of men lonely and far from home. . . .

• • • —

During this crowded year of war, AMERICAN BROADCASTING has lived up, in greater-than-ever measure, to the ideals of public service toward which all great institutions strive. Broadcasters have truly conducted their vital enterprise "in the Nation's interest, convenience and necessity. . . ."

• • • —

In 1944, AMERICAN BROADCASTING may look forward with confidence to bringing the American people more and more good news—the news of victories won on many fronts.

• • • —

Some day these many separate victories will result in the greatest good news ever flashed over the air waves—the news all Americans are longing to hear—the news of complete and final VICTORY, toward which AMERICAN BROADCASTING is contributing so much.

TO SPEED VICTORY, BUY—AND URGE YOUR LISTENERS TO BUY—MORE AND STILL MORE WAR BONDS!

BOY! THIS SURE HAS BEEN A BIG YEAR FOR WMC!
NEW CONTRACTS
CONTRACTS
INSERTION ORDER
ORDER
CONTRACT
ORDER
CONTRACT
WMC
MEMPHIS TENN.
5,000 watts
DAY & NIGHT
NBC

WHAT EVERY RADIO ADVERTISER SHOULD KNOW

Santa Claus (through you) has been mighty good to us this year. He's filled our stockings (schedule to you) brimful of good things (contracts to us).

We're mighty grateful to Santa Claus (and you) and we wish you a Merry Christmas, a Happy New Year, and an early peace.

Member of
SOUTH CENTRAL
QUALITY NETWORK

WMC—Memphis
WJDX—Jackson, Miss.
KARK—Little Rock
WSMB—New Orleans
KWKH-KTBS—Shreveport

REPRESENTED BY
THE BRANHAM CO.

Owned and Operated by
THE COMMERCIAL APPEAL

Gross Revenue Up 60% for Blue Net; Affiliates Increase

25 New Commercial Shows Began in 1943, Says Report

ACCEPTANCE by Radio, as well as by advertisers, of the Blue Network "as an independent broadcasting entity" is reflected in the increase of BLUE affiliates from 143 to 174 stations during 1943, and a 60% increase in gross revenue, according to Mark Woods, network president, in a yearend statement on the progress of the BLUE. Highlight of the year, Mr. Woods pointed out, was the purchase of the network by Edward J. Noble, "an outstanding figure in American industry".

"The problems imposed upon us by war," Mr. Woods said, enumerating them as personnel, equipment and operation, "were scarcely easier than in our first year of independent operation. But the BLUE met them and strode forward. We are confident that progress will be repeated in the year dawning upon us."

25 New Commercials

Under a policy of "creative selling," the BLUE during the year chalked up a steady rise in sales, with an increase in the average number of stations per commercial program from 91 for evening and 66 for daytime in December last year, to 110 for evening and 123 for daytime in December 1943. Thus the average number of stations per commercial evening program has risen by 21% and per commercial daytime program by 86%.

An increase of 85% in the number of sponsored station hours also is noted for this December over last. There are 48 sponsored programs now on the BLUE, according to the network's yearend roundup, and six scheduled to begin in the near future. Of 25 commercials started in 1943, advertisers new to the BLUE sponsored 18. Of the six future shows, four will be sponsored by advertisers new to the network.

Notable among the programs sold during 1943 are the *Boston Symphony* to Allis-Chalmers Mfg. Co.; *Radio Hall of Fame* to Philco Corp.; *What's New* to RCA; *Keepsakes* to Carter Products, and Joseph Dunninger to Kemtone.

Stress on juvenile entertainment programs carrying an educational message as opposed to past direct educational broadcasts, and the new policy of programming for every age group were the two outstanding contributions in the field of education by the BLUE during 1943, according to Harrison B. Summers, director of the BLUE public service department.

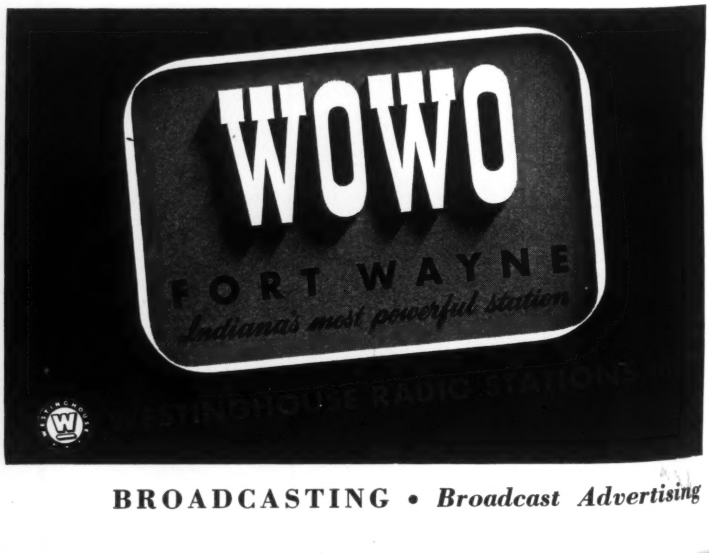
In the program field, Phillips Carlin, BLUE vice-president in charge of programs, stated that emphasis will be put in 1944 on post-war problems, foreign and domestic trends, including war news and the political conventions. He also said that the BLUE will stress broadcasts originating from the West Coast next year. With an eye to this it has already supplemented its program, production and engineering staffs in its Pacific headquarters.

DAVIS COMMENDS WOMEN'S SHOWS

APPRECIATION of the "excellent work" by women's programs during 1943 in acquainting listeners with Government needs is expressed by Elmer Davis, OWI director, in the January *Women's Radio War Program Guide*, issued by the Domestic Radio Bureau.

In a message to directors of women's programs, Mr. Davis pays tribute to the cooperation extended OWI through the effective use of war information campaign material contained in the *Guide*. Asserting that "victory is not going to be quick or easy", he declares that "if our radio programs help keep people informed of war's grim demands" the danger of "undue optimism" can be greatly lessened.

Slight changes have been made in the format of the Guide, making for greater compactness and readability. The publication serves as an additional "allocation" plan by which war messages of particular interest to the home are channeled to the vast daytime audiences of hundreds of local women's programs.



NBC Dollar Volume Reaches New All-Time High in 1943

REACHING "A new all-time high in dollar volume", NBC net sales for 1943 will be approximately 15% over 1942, Roy C. Witmer, vice-president in charge of sales, reported last week in the NBC year-end review.

During 1943 advertisers using the full network increased from 23 in January to 30 in December, at which time the total was 44 programs per week over the maximum number of NBC stations. Twelve additional advertisers started programs during 1943, making a total of 75 firms using the network's facilities.

War Service Increases

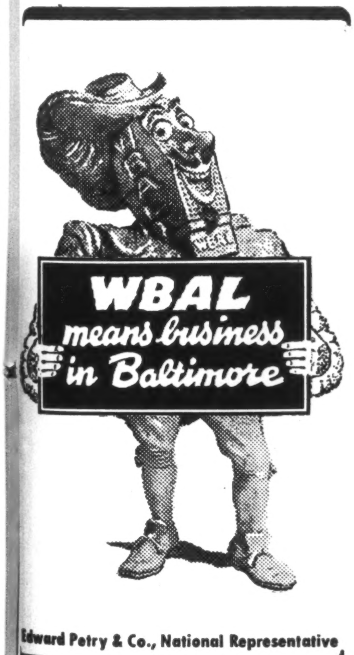
"Because of the already proved coverage offered by NBC," Mr. Witmer added, "few outlets have been added during the last 12 months. There is every indication that the sales record made this year will be maintained and possibly exceeded in the months to come, despite the fact that NBC's network time is now approximately 100% sold."

Activities of the network's program department were subordinated to the war effort the past year, with a reported 125% increase over 1942 of announcements and programs devoted to some branch of the armed forces or special governmental problems. Radical innovations in programming can be expected when writers now in service return to radio, Clarence L. Menser, vice-president in charge of programs, stated. He added that "if there should be peace in even one theatre of the war during the coming year, there would be a consequent increase in radio activity from the ideas developed by these writers from their war experience which would provide a terrific backlog of material, waiting only proper expression".

Because of necessary military secrecy, many engineering developments and services at NBC cannot be revealed until after the war, when the improvements will be available to general use and will advance radio to a phenomenal extent, the report said. Despite the tremendous difficulties under which the NBC engineering department has had to work, due to wartime conditions, the review reported that in the first 11 months of 1943, the network's six owned-and-operated stations were in operation for a total of 41,738 hours, with a combined service delay equivalent to only 1/100th% of the time in that period.

The remainder of the yearend review deals with news and special events, guest relations, international division, music, public service, radio recording, religious, sports and television.

JO RANSOM, in charge of publicity for WEAF, New York outlet of NBC, on Jan. 3 joins WNEW New York as director of publicity and special events, replacing Carl Erbe, resigned. Mr. Ransom prior to joining NBC was radio editor of the *Brooklyn Eagle*.



Edward Petry & Co., National Representative

A 50,000 watt audience *at a* 250 watt rate

C. E. HOOPER
FOR OCTOBER & NOVEMBER, 1943

MORNING INDEX MON. THRU FRI. 8:00 – 12:00 A.M.	A	WGRC	B	C
	12.6	29.9	32.2	24.1
AFTERNOON INDEX MON. THRU FRI. 12:00 – 6:00 P.M.	A	WGRC	B	C
	28.0	34.9	22.9	13.0
SUN. THRU SAT. EVENING INDEX 6:00 – 10:00 P.M.	A	WGRC	B	C
	43.0	12.8	33.5	9.4

. . . and maybe you don't think
WE'RE PROUD OF IT!

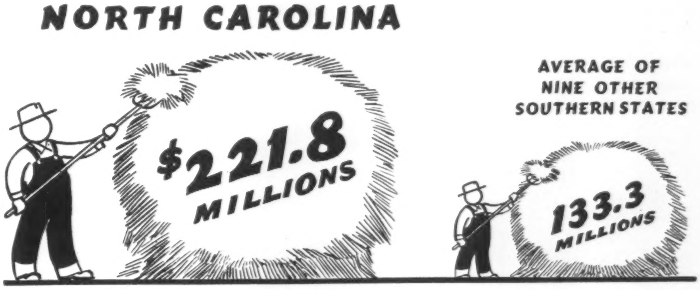
WGRC
Mutual

LOUISVILLE'S
TRADING AREA
= 47% OF KENTUCKY'S POPULATION
= 57% OF ITS BUYING POWER

Burn-Smith·*National Representatives*

NORTH CAROLINA is the SOUTH'S No. 1 AGRICULTURAL STATE

CASH INCOME and GOV'T PAYMENTS
Source: Department of Agriculture, 1940



WPTF
with 50,000 Watts
in RALEIGH is
NORTH CAROLINA'S
No. 1
SALESMAN
NBC – 680 K.C.

FREE & PETERS, INC. National Representatives

WGCM

Voice of the
MISSISSIPPI GULF COAST
BLUE NETWORK
Gulfport, Biloxi, Miss.

Deep in the Heart of the Deep South! Deep in the Heart of people in "Mississippi's No. 2 Market", where Millions in payrolls roll into the pockets of its WGCM listeners!

National representatives: Sears & Ayer, Inc., Chicago and New York.

Merchandising & Promotion

Record Brochure—FM Publication—Trip Program Manual—On Election

TWO-COLOR, 33-page promotion piece titled "KPO—The Key Station in the West's Richest Market" has been prepared for mailing. Presentation points out the centralized position of KPO San Francisco in the West's richest market and provides figures purported to show that the Pacific Coast leads the nation in retail sales per capita; that income per capita on the Pacific Coast is highest in the United States; and that 53% of the 1942 national savings growth was in the seven western states. Also that the San Francisco Bay area is the largest shipbuilding center in the world, and that eight out of the ten wealthiest farm counties of the nation are in California.

* * *

Record Brochure

RECORD ALBUM brochure titled Program Parade and containing case histories of NBC Hollywood originating packaged shows, is being distributed by Western division sales promotion department to key agency executives and timebuyers. Shows available for sponsorship include *Rupert Hughes; Noah Webster Says; Manhunter Mysteries; Voice of a Nation; Confessions; Mirth and Madness; Fighting Front Facts; Today America Asks; Carveth Wells; Across the Threshold; Gallant Heart; A Song Is Born.* Record album brochure was contrived by Frank Ford, Western division sales promotion manager.

* * *

Mutual Service

AS A MONTHLY service to radio editors, advertisers and agencies, Mutual is releasing a complete list of commercial programs on the network, including such information as program title, origination point, number of stations, time, product and agency. List will be prepared each month by the promotion and research department with tabulations in alphabetical order according to sponsors.

* * *

Winter Promotion

PRESENTING the combined news and analysis series featuring William Winter on CBS Pacific stations, the network's Pacific Coast sales promotion department is currently circulating a single-fold promotional piece, "Get the Right Ideas to Five Million People". Black, white and blue folder is illustrated with photograph of Winter. Sponsors are named.

* * *

FM Publication

FIRST EDITION of the *WMFM Monitor*, published by WMFM Milwaukee, has been released to radio dealers in the Milwaukee area. Paper is designed to present news of FM developments throughout the nation as well as items of local interest at WMFM.

Gracie Fields Promotion

KWLM Wilmar, Minn., in behalf of the Gracie Fields Victory show now heard Monday through Friday over the station, 8:15 p.m. (CWT), promoted the new series by distribution of free packs of the sponsor's cigarettes (Pall Mall) bearing audience promotion stickers; picture high-lite in KWLM's *Radio Guide*, special sound car which tied-in the radio show with the current movie "Holy Matrimony," which stars Gracie Fields; promotion letters to cigarette dealers; special announcements and teaser announcements prior to the opening program, and newspaper ads throughout the KWLM area.

* * *

Trip to England

WHO Des Moines has released a brochure, *Our 'erb Went to England*, telling of the experiences of their *Corn Belt Hour* man and farm editor, Herb Plambeck, on his trip to England to get first-hand information and background for better wartime service programs for mid-west farm audiences. Snapshot album and Herb's own story of the trip are included.

* * *

'CREI News'

CAPITOL Radio Engineering Institute, Washington, D. C., includes a special supplement along with its regular edition of *CREI News* **which contains reproductions from industry magazines of ads for engineering positions to be filled. Critical demand for technical help is stressed.**

* * *

Folder

WTCN, exclusive BLUE outlet for Minneapolis-St. Paul, has issued a novelty promotion folder printed in red and blue. Illustrated and informal in manner, folder invites careful consideration of WTCN for coverage in Minneapolis.

* * *

Program Manual

WOWO Ft. Wayne, Ind., has released a comprehensive program manual containing pictures of stars appearing over WOWO, a description of each program, its availability, history, cast, and talent cost.

NEWSPAPER STRIKE BRINGS RADIO AID

WASHINGTON stations filled the gap last Monday when a strike of compositors forced newspapers in the nation's capital to suspend publication for the day. Besides providing periods of local news, stations carried special spot announcements placed by theatres and merchants.

WTOP cooperated with the *Post* and *News* to provide several programs featuring local news. WRC put on a 10-minute program on behalf of all capital papers and Morgan Beatty gave half of his 6:30 p. m. news period to local items.

The *Star* sent a crew to the news room of WMAL, which is *Star*-owned, and a city room staff sent copy to WMAL for processing. Four 15-minute special shows were put on the air on behalf of all papers. Time corresponded to edition times. WINX kept close track of developments at the War Labor Board and went on the air Tuesday at 12:56 a. m. with final results of the union meeting at which decision was reached to return to work. WWDC covered developments on its half-hourly news periods and carried some 50 extra spot announcements.

WOL has a time-trade arrangement with the *Times-Herald*, but put on four extra news periods in cooperation with all four papers though the copy was prepared by the *Times-Herald*. The station set up a special commercial department to handle extra business. Public service announcements, such as theatre programs and meetings, were put on free. Regular news periods were lengthened to accommodate local items.

On Election

MIMEOGRAPHED booklet on the Utica, N. Y. election as reported by Socony-Vacuum's Mobilgas News over WIBX Utica, has been released by the station. Recipient's name is printed on the cover of the booklet which contains photos of candidates and election activities.

* * *

KLZ Folder

PROMOTION folder issued by KLZ Denver climaxes "KLZ Delivers the Denver Market". Illustrations and sketches on the numerous things delivered by the Denver market are presented, indicating the wealth and importance of the market.

AP

WHBQ, Memphis, Tenn.

. . . this will express our appreciation for the individual sales presentations on The AP Telescript programs.

E. A. Alburty,
Manager

available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

THE NAME
Betty Lennox
on "Household Chats" is a buy-word in thousands and thousands of homes WGY visits daily.
WGY
SCHENECTADY, N. Y.
50,000 WATTS
WGY-157

THIS BUILDS LISTENERS

A hundred northern Illinois and southern Wisconsin men in training at the Farragut, Idaho, naval base were unable to come home for Christmas. So, WROK presented a special Christmas Day broadcast from Farragut during which the Rockford area bluejackets greeted their relatives and friends. Local programs like these plus the BLUE Network's outstanding shows are responsible for the consistently loyal WROK audience.

WROK AFFILIATED WITH THE **BLUE** NETWORK . . . OWNED BY ROCKFORD CONSOLIDATED NEWSPAPERS, INC. . . . NATIONAL REPRESENTATIVES: HEADLEY-REED CO.

Political Rates Editorial Contested By Republican Party's Radio Director

EDITOR, BROADCASTING:

I have just read your "Political Rates" editorial attempting to justify, on behalf of practical broadcasters, the charging of premium rates for political campaign talks. I find myself in disagreement.

It is faulty thinking, I believe, when you set aside a specific program category—in this case political talks—and say that it can be subject to a different rate than any other program category. If that be the case, why do we not divide all programs into categories and then say that, for example, we shall charge sponsors of soap operas more than the sponsors of symphonies. Or, to put it another way, we'll charge this sponsor of a drama more than we charge this sponsor of a dance orchestra. If you turn it over and attempt to classify the rates on a basis of the character of the sponsor, you get into even hotter water. Where would laxatives end up, I wonder?

Another basic fault in the reasoning, it seems to me, lies in the implied suggestion that the burden of improvement of political broadcasts lies wholly with the sponsor. This is not the case with other sponsors or other types of programs. Why, at this very moment Bill Lewis is studying programs for CBS; I cannot believe but that he will return with a study which will be of inestimable value to sponsors as well as to CBS. If the radio industry ever needed anything in its life it needs just such a study made of political broadcasting. It is not the answer to charge premium rates.

Suggests Special Handling

The immediate answer is, perhaps, for individual radio stations and networks to assign well-informed and diplomatic sales, production and policy crews to the handling of the forthcoming campaign bookings, accepting fully the joint responsibility of streamlining political talk campaign programs. My own party took a long step in this direction in 1940 with the employment of a first-line advertising agency to attain better political broadcasting. I think radio should meet politics half way and I don't mean half way to our pocketbooks.

I am sure you know that political parties already labor under an extra carge in that we must pay the displaced talent, having no opportunity to await openings in the schedule as has the ordinary sponsor. This accounts for a tremendously large part of our radio expenditures in general.

And finally, when the time comes that the American people so thoroughly resent the displacement of a normal radio program that a man campaigning for public office can not speak and be heard, we can all quit worrying about how much to charge. Then the government will tell us all.

WELLS CHURCH,
Director of Radio,
Republican National
Committee.
Dec. 20, 1943

Pratt Honored

Mr. Pratt

HARADEN PRATT, vice-president and chief engineer of Mackay Radio & Telegraph Co., and vice-president of the Federal Telephone & Radio Corp., associates of the International Telephone & Telegraph Corp., has been awarded the Medal of Honor by the Institute of Radio Engineers for distinguished service in the field of radio communication. Presentation of the annual award will take place at the IRE meeting in New York Jan. 28 and 29 [BROADCASTING, Dec. 20]. Mr. Pratt is the IRE's delegate to the Radio Technical Planning Board, and is chairman of its panel on radio communications.

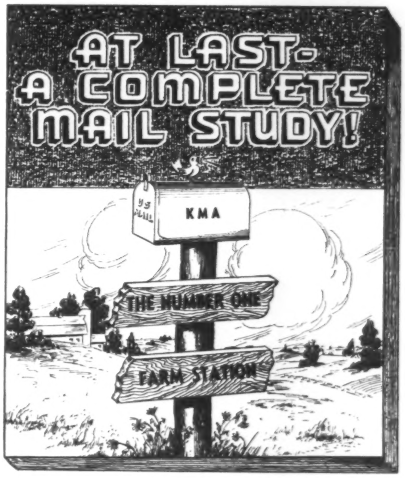
WBT Charlotte, N. C., has given to Davidson College, Davidson, N. C., a large library of its Columbia Masterworks recordings, used one-time only on the daily *Masterworks* program. Facilities at the college are especially being arranged to make use of the gift.

WAKR

TOWERS OVER AKRON

Basic Blue Network

5000 WATTS · DAY & NIGHT



Cherchez La Femme!

- "Though my product primarily appeals to men, should I inject a feminine angle in my radio mail offer to increase my response?"

That was the logical question several prominent advertising men suggested when they learned about the projected KMA mail study. And well they did, for the facts are eloquent.

KMA received 493,479 pieces of commercial mail from April, 1942, through March, 1943. When these 493,479 pieces were tabulated by certified public accountants, it was found that 88.4% of the writers were women and 11.51% were men. Even when the offer appealed to men exclusively, women wrote 57% of the letters.

So—if you want maximum response to your radio offer—you must find the feminine angles, too. If you want maximum results from the No. 1 Farm Market, you must find a place for KMA on your schedule.

Incidentally, if you don't have your copy of the "Complete Mail Study" yet, you had better request it now—from the KMA Research Director. Only a few copies are left.

KMA

BLUE NETWORK

The No. 1 Farm Station in the No. 1 Farm Market

152 COUNTIES AROUND
SHENANDOAH, IOWA

FREE & PETERS, INC.
Exclusive National Representatives

Marine and a Mike at Bougainville

Jungle War Caught by Wire Recorder in Jap Territory

The following story was written by Tech. Sgt. Harold Azine, formerly of WLS Chicago and program director of WBAL Baltimore, now a Marine Corps combat correspondent on leave in this country. In the last fortnight he has appeared on the 'March of Time' on NBC and 'The First Line' on CBS. With him at recent Bougainville landing was Sgt. Roy A. Maypole, of Summit, N. J., also a Marine combat correspondent and broadcaster. Both participated in the early fighting.

BOUGAINVILLE, — (Delayed) — When the Marines hit Empress Augusta Bay beach on this island, radio history was made. For the first time, a man and a microphone recorded a landing operation against Jap-held territory.

The man is blond, 29-year-old Marine Sgt. Roy A. Maypole, an industry veteran who resigned as a producer at CBS New York last May to come out to the Southwest Pacific as a Marine Corps combat radio correspondent. Maypole's equipment consisted of (1) a sound and wire recorder, and (2) guts.

At the invasion hour on the morning of Nov. 1, Roy was standing on the deck of a transport in the U. S. task force. In the midst of our intense air and naval bombardment of the Jap shore defenses, he switched on his portable recorder and began a descriptive account of what was happening, verbally identifying the ship-sounds, gun salvos, and bomb explosions while trying to keep his feet against the concussion blasts. When the men in the Marine landing parties started to descend the rope nets, Roy rushed his mike to the rail of the ship to get several 10-second "man-on-the-move" interviews.

Into Heaviest Fighting

Later, when the scene of activity had shifted from shipboard to the beach itself, Roy raced ashore in a landing boat and lugged his recorder in the direction of the heaviest fighting. This was on bloody Cape Torokina, where the Japs had constructed their strongest fortifications. There was no such thing as a front line on the Cape, the Marines and Japs slugging it out wherever they made contact. Taking his chances, Roy searched out an idle electricity generator, got it working, hooked up his recorder, and hastily made ready to broadcast.

He was put to work digging graves. A Marine combat correspondent is a Marine first, then a correspondent. Roy dug graves all day.

Early next morning, Roy managed to interview several boys who were resting briefly after a day and night-long battle in the bush. During these interviews, there was a sudden 'Condition Red' (air raid immediately imminent) warning, and the first Jap bombs came crashing down nearby while the recording mechanism was still in operation. Results on the play-back are terrific.

Meanwhile, Leatherneck assault units had driven the Japs inland across the cape. The hot fighting was now up ahead, a considerable distance from the generator feeding Roy's recorder. He asked someone if it would be possible to tie into a current farther up forward and was told he could power at a command post which could be located by following a wire recently strung to it.

U. S. Marine Corps Photo
Sgts. Maypole (l) and Azine at rear base

Roy grabbed his equipment and set off into the jungle, guided only by the slender strand of wire.

Over Dead Japs

"I followed the thing for some distance," he said, "jumping over fallen dead trees and fallen dead Japs, cutting through thick underbrush and wading through swamp. After awhile the wire hit the ground and kept going along a little trail. I kept following it some more. After a few yards of this, a Marine's head pops out from behind a log and calls, 'Hey, you!'"

Roy stopped and replied, "Yeah?"

"Where are you going?" inquired the Marine.

"I'm looking for the command post. Know where it is?"

"Yes . . . this is it."

Got Any Juice?

"I understand," Roy explained, "that I can get a 110-volt, 60-cycle A. C. current here. Do you have it?"

"No," said the Marine, "but I'll tell you, mate, if you go up the trail another 40 yards from where you're standing and ask those guys up there—they might be able to give it to you."

"That's fine," say Roy, "who's up there?"

"Japs!"

Two days later an enemy bomb landed just 10 yards from Roy's recorder, the concussion caving in the side of its amplifier cover plate. This compelled him to get the recorder back to a place where it could be repaired. The magnetized wire, however, was unharmed and his broadcasts and interviews were intact.

Historic Radio 'First'

As far as is known his stuff—much of it taken under fire—is an historic "first" in radio. Its release to the public will be through Marine Corps headquarters, Washington.

Prior to his association with CBS, which began in 1941, Sgt. Maypole had spent 13 years in commercial broadcasting pursuits, marked mainly by his work in the program department of WWJ Detroit, as an actor on network shows out of Chicago, as the writer of *Hobby Lobby* and other network script-shows originating in New York, and as staff executive at WHBF Rock Island-Davenport, and the now extinct WARD Brooklyn.

The TEXAS RANGERS now

Selling Milk Products on KARM Fresno

. . . also selling many other products on many other stations.

George E. Halley
TEXAS RANGERS LIBRARY
HOTEL PICKWICK • KANSAS CITY, MO.

The *Only* BLUE Network Station *Serving* the rich important *U. S. 34th* Metropolitan District

WFMJ
Youngstown, O.

BRITISH COLUMBIA LAND OF OPPORTUNITY

First With National Business Too

CJOR
VANCOUVER CANADA
J. H. McGILLVRA (U.S.)
H. N. STOVIN (CANADA)

NOW MORE THAN EVER 1ST

FLASH! The shortest distance to profitable results in California's billion-dollar market and western Nevada is The Beeline

McClatchy Broadcasting Company
Sacramento, California

Robert A. Street
National Sales Manager

Paul H. Raymer Co.
National Representatives

THE BEELINE
RENO - KOH
SACRAMENTO - KFBK
STOCKTON - KWG
FRESNO - KMJ
BAKERSFIELD - KERN

FDR Scheduled on All Nets By Transcription of Speech

Special Christmas Eve Feature Breaks Historic Precedent; Pickups From Remote War Points

FOR THE FIRST time in radio annals, all four major networks were to carry a transcribed rebroadcast of a speech of President Roosevelt's in a special Christmas Eve program which would mark several innovations in broadcasting. Arrangements were completed Thursday as BROADCASTING closed on holiday schedule.

Listeners in America were to hear for the first time broadcasts from a battleship, an aircraft carrier, a submarine, all in action on the high seas. Locations or identifications of the vessels were withheld. Initial broadcasts were also to be attempted from Tarawa and Bougainville.

Many Pickups

President Roosevelt's speech originally was to be broadcast Friday at 3 p.m. and rebroadcast because of its "major military importance" as the highlight of the special program at 10 p. m., arranged by the Army, Navy and OWI radio sections.

Titled *Christmas Eve on the Fighting Fronts*, the program included pickups from Algiers, Naples, Iceland, Panama, London, Guadalcanal, New Caledonia, New Guinea, Cairo, and Palestine. A broadcast of Christmas Eve observance on a Coast Guard antisubmarine patrol was also scheduled. Lionel Barrymore, Bob Hope and Bing Crosby participated from Hollywood.

The two broadcasts of the President's speech enabled members of American fighting forces, no matter where stationed and regardless of time zones, to hear the address which had the widest coverage of any speech he has ever made. The afternoon address was carried by the BBC, Australian and New Zealand networks, and stations in Algiers, Palermo, Bari, Naples and India. Both the afternoon and evening broadcasts were beamed throughout the world by OWI shortwave facilities.

NBC and CBS initially had offered to carry the program exclusively but were prevailed upon to join BLUE and Mutual in carrying the President's voice transcribed for the evening broadcast. Conversations as to the scope and extent of the combined hookup were continuing late Thursday.

Arrangements for the special Christmas Eve program were handled by Col. Edward Kirby, chief of the radio section, Army Public Relations; J. Harrison Hartley, chief of the radio section, Navy Dept.; and Charles Harrell, in charge of special events, OWI Domestic Radio Bureau.

Howg Gets KOY Post

APPOINTMENT of John Howg, veteran sales staff member of KOY Phoenix, as sales manager of the station, was announced last week by Burridge D. Butler, chairman of the board of KOY, and president of WLS Chicago. The announcement came coincident with the return to Chicago of Harold Safford, for the past year acting manager of KOY. Mr. Safford, former WLS program director, returns as assistant to Glenn M. L. Snyder, vice-president and general manager of WLS.

AS JOINT ANNOUNCERS of the new NBC series *The Department of State Speaks*, Secretary of State Cordell Hull (left) and Niles Trammell, president of NBC, talk over the four special Saturday broadcasts to start Jan. 8 as a means of explaining to the American public America's foreign policy.

AFRA Case in Chicago Before National Board

THE NATIONAL War Labor Board in Washington received last Tuesday from the Conciliation Service of the Dept. of Labor a certification of the dispute between the seven independent radio stations in Chicago and the American Federation of Radio Artists, involving extra fees for local commercials.

The principal issue involved in the dispute is similar to that in the WMAL case in Washington, involving demands for additional fees for each local commercial. The WMAL case now is pending before the National Board. The Chicago case has been referred by NWLB to the Regional Labor Board in Chicago. It is presumed no decision will be forthcoming until the principle is established by the national board in the WMAL case.

SPECIAL Christmas Day program from boys at a U. S. Army post and a U. S. bomber base in Britain to their folks at home was broadcast on WFBR Baltimore, in conjunction with the Sunpapers of Baltimore, the Army and the BBC. Maryland, Virginia and Pennsylvania stations that carried the Christmas chats at 12:45 p.m. were WFBR WJEJ WBOC WTBO WRNL WSVA WGAL WKBO WORK.

CELEBRATING RECORD sales reached during October and passing of 2 million dollar mark in War Bond cash sales, Lee Wailes, general manager of Westinghouse Radio Station Inc., addresses staff members of KDKA Pittsburgh at banquet staged in studio. Seated at right of Mr. Wailes is Joseph E. Baudino, KDKA manager, and at left, J. E. Foss, motion picture operator. Others are (l to r): Homer H. Martz, KDKA agricultural director; Evelyn Gradiner, KDKA Home Forum director; and B. A. McDonald, general sales manager of WRS Inc.

Active Year of War Service Noted in CBS 1943 Report

LEADING off its yearend review with a summary of radio's achievements during the 1943 war effort, CBS reported a total of 17,713 broadcasts devoted to some phase of the war, these broadcasts filling 3,504 hours of air time. Of this total, 1,715 hours were sustaining programs, while commercial programs contributed 1,789 hours.

On the home front, CBS presented a total of more than 9,000 hours with 31,591 separate broadcasts, 57.5% of them sustaining and 42.5% commercially sponsored. Continued success of the CBS full network discount plan is evidenced in the report that of the 53 commercially sponsored programs heard this year on the full CBS continental network, 35 were the result of the discount plan. At least three other programs are slated to take advantage of the plan shortly after the first of the year, CBS said.

In addition to the 715 CBS employes now in the armed forces, the network's president, William S. Paley, is on a special war assignment with the Army's Psychological Warfare Branch.

To discover the listening public's program interests, CBS in August commissioned W. B. Lewis, recently appointed executive vice-president of the American Network, to make a special 12-month survey of all sections of the country to discuss with typical listeners the role broadcasting does and can play in American life.

In March, CBS organized its affiliates advisory board to bring closer to operating executives the problems faced by affiliates. The network also added 18 affiliates during 1943. Highlight of the CBS promotion activity was the launching in September by its 130 stations of an audience-building campaign, using radio announcements, newspaper and magazine advertisements and posters.

Pidgeon for Goodyear

GOODYEAR TIRE RUBBER Co., Akron, will start its new dramatic series on CBS Jan. 30 in the Sunday 8-8:30 p.m. period, probably on the full network. Walter Pidgeon, motion picture actor, has been signed as permanent talent and guest stars will appear each week. The new program will replace Goodyear's *Salute to Youth*, now on NBC Tuesdays 7:30-8 p.m. Agency is Young & Rubicam, New York.

1944 IS KEY YEAR, SARNOFF DECLARES

DAVID SARNOFF, president of Radio Corp. of America, set the new year, "the year of expected decision in the European war," as the starting point for the realization of new developments in radio research, engineering, communication and manufacturing, in a survey released last week by RCA on radio's second year of war.

Outlining briefly the future for FM, television and other phases of the radio industry, Mr. Sarnoff stated that while many developments would not be realized in 1944, they would "date from it as radio broadcasting dated from 1919."

Among his predictions was the introduction of "personalized radio", referring to small compact receivers and pocket transmitters. "The uses to which such stations may be put gives the imagination much to play upon," he stated.

Chicago Baseball

WJJD Chicago and WIND Gary, Ind., announced last week they will broadcast exclusively the entire schedules of the Chicago Cubs and the Chicago White-Sox baseball games for the 1944 season, the Cubs on WJJD and the White Sox on WIND.

Wheeler, White Mull Plans

(*Continued from page 14*)

it added, while in the larger areas, with local talent available, fewer network programs are taken.

With reference to question 3, CBS said: "In the first nine months of 1943 CBS withheld from sale $2,600,000 worth of time for broadcasting public service programs which are not, under any circumstances, for sale. Every one of those programs occupies time which is highly saleable and in which CBS has actually refused one or more sales. The production cost and the quality of CBS public service programs have steadily increased over the years."

Value of time occupied by the *New York Philharmonic Symphony*, *Man Behind the Gun* and *World News Roundups*, when they were sustaining, was $6,960,000, the statement continued, while total sales income from the three programs under sponsorship is $1,880,000 before a larger part of the revenue is paid to affiliated stations.

"No dollar yardstick, however, provides a significant measure of the scope and value of public service programs broadcast over the CBS network," the statement went on. In a typical week the past fall CBS broadcast 55 separate public service programs, representing 120 separate broadcasts occupying 35¼ hours of network time, the committee was informed. Of the public service programs, 26 were presented by 24 sponsors and 29 were sustainers.

Use of Full Network

On question 4 CBS explained to the Senators that under its "full network" plan, instituted a year-and-a-half ago, advertisers were induced to use the full network, adding about 50 small stations. Columbia added to its billings about 4 million dollars, but paid out, in an extra 15% discount and in payments to small stations $4,750,000. Thus while expanding its coverage, the "full network" plan actually cost CBS $750,000, the statement pointed out.

The following payments made by CBS to small stations were cited to show what the plan has meant to the 50 smallest stations on the network for the first nine months of 1943, as compared with 1941.

The 20 smallest stations increased 813%, from $46,532 in 1941 to $424,933 in 1943. Thirty smallest stations increased 352%, from $169,579 to $767,068. The 40 smallest stations increased 182%, from $453,995 to $1,281,660 and the 50 smallest stations went up 123% from $897,322 to $2,002,407.

Citing another example, whereby CBS has made additional revenue and its top programs available to the smallest stations, the statement said that in 1941 KGVO Missoula, Mont., operated by Art J. Mosby, who testified before the committee, received less than 8 hours of CBS commercial programs a week, whereas in 1943 the station is receiving 35 hours of CBS commercials per week. Cost to the network of the "full network" plan "may exceed a million dollars a year", the statement added.

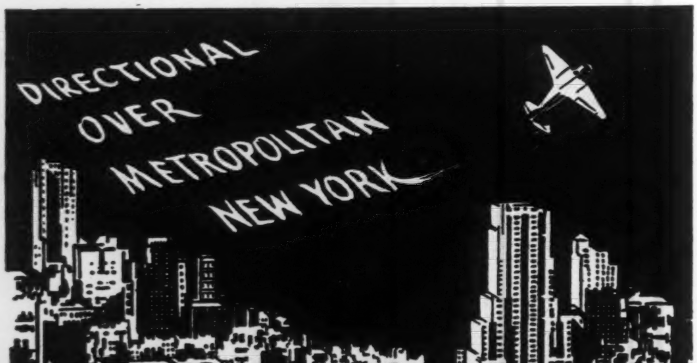
To question 5, CBS informed the committee that based on actual operations in October 1943, the net profit on estimated sales of $3,097,500 was at the rate of 5.16%. If payments to the eight stations owned by CBS were "made on the same basis as contract payments to our highest paid affiliates", the statement pointed out, net profit on network operations would be reduced to 4.02%.

"With a fall-off of only 20 to 25% from the current high level of sales, and if our service to our stations were maintained at present levels, profit from network operations would be reduced to 0.0%," the network statement said.

"Another way of taking network economics out of the false and romantic light in which they are sometimes thrown, and putting them into the realistic perspective which we as operators must face,

Roberts in Navy

ELZEY ROBERTS Jr., former assistant manager of KXOK St. Louis, son of Elzey Roberts, publisher of the *St. Louis Star-Times* and operator of KXOK, has been commissioned an ensign in the U. S. Naval Reserve. Graduate of Princeton U. in 1942, young Mr. Roberts has been on duty with the Signal Corps Engineering and Technical Service in Washington the last year as radio engineer and project officer for the National Defense Research Committee. Prior to his Army service he was on the staff of the Massachusetts Institute of Technology radiation laboratory.



NATIONAL ADVERTISERS and New York's numerous nationalities have one thing in common. They both agree that WBNX is THE FOREIGN LANGUAGE STATION of GREATER NEW YORK.

No wonder, then, that WBNX with its 5,000 watts, directional, plays the dominant role in selling the 5,000,000* foreign-language-speaking-audience of the world's greatest market.

To cash in on the opportunities of this super-market, advertise your national products over WBNX, the Winner of the Peabody Citation for Public Service to Foreign Language Groups.

** Over 70% of metropolitan New York's population is foreign born or of foreign parentage.*

Your Best National Spot Buy . . .

WBNX
New York
5000 Watts

FOR OFFENSE
FOR DEFENSE
Buy U.S. Bonds Today!

PROMOTION MANAGER

*We need a man or woman to handle promotion and publicity for both standard and FM stations. Radio experience highly desirable though not absolutely essential. Give complete picture of experience and other qualifications in **first letter, also ref**ences. Address*

WTMJ—WMFM

The Milwaukee Journal Stations

is to measure them against their most direct competitors, the national magazines," said the statement. "Both networks and magazines function as national advertising media and derive their advertising revenue from national advertisers—although the magazines collect an extra fee from readers while radio collects nothing from listeners," yet 1942 and 1943 published figures for leading national magazines, the statement went on, show net profits after taxes as high as 9%, or about double the rate of return from Columbia's network operations.

Threat to Nets

"If a magazine loses 10 pages of advertising, it can reduce its size by 10 or even 20 pages," the network brought out. "If a network loses 10 hours of commercial programs, it has 10 extra hours to fill with high quality programs at its own additional expense. This threat constantly hangs over the economic stability of network operations. By assuming this extra risk, the network protects its affiliated stations against it.

"In view of the enormous extra post-war load of costly pioneering in new forms of broadcasting, especially television, which may be thrown upon the networks—the public good requires that networks have the opportunity to develop along sound economic lines, and that they be freed from unrealistic and crippling restrictions."

Marx to Blue

FRANK MARX, former chief engineer of WMCA New York, has joined the BLUE as technical advisor, a newly created post. He will direct engineering development activities such as television, FM, and building of new studios. He continues with WMCA in a consultant capacity, while Frank Knaack, for 14 years in WMCA's engineering division, has been named the station's chief engineer.

WILLIAM FONDMILLER, former director of apparatus development for the Bell Telephone Labs., has been appointed assistant vice-president succeeding L. Montamat, recently resigned. Mr. Fondmiller is credited with initiating development of the modern combined telephone set. He assumes complete charge of the general staff departments of the laboratories.

GOP at Hearings

(Continued from page 14)

ings the minority outranked the majority in numbers, as compared with 7 meetings in which the Democrats outnumbered their Republican colleagues. At the other 7, attendance was tied between the two parties.

In the early November sessions Chairman Wheeler conducted most of the questioning, but before many hearings had passed the voices of Senators White, Hawkes, Tobey, Moore, Gurney, Tunnell and Clark were heard regularly. Senator White, who challenged a statement by FCC Chairman James Lawrence Fly with the remark that he hadn't intended to take part but couldn't "keep still," frequently took issue with Senator Wheeler, who lost no opportunity to expound his views on "soap operas," commentators and networks.

Perhaps the greatest interest, as evidenced by Senatorial questions, was displayed when the engineering profession appeared in the closing days to talk about the potentialities of FM, television and facsimile.

In addition to Senators Moore Wheeler and White, the attendance records of other committee members are as follows:

Senators Ernest W. McFarland (D-Ariz.), 22; James M. Tunnell (D-Del.) 21; Albert W. Hawkes (R-N.J.), 16; D. Worth Clark (D-Ida.), 15; Charles W. Tobey (R-N.H.), 14; Chan Gurney (R-S.D.), 12; Clyde M. Reed (R-Kan.) and C. Wayland Brooks (R-Ill.), 8 each; Harry S. Truman (D-Mo.), 5; Henrik Shipstead (R-Minn.), 4; Ellison D. (Cotton Ed) Smith (D-S.C.), 3; Alben W. Barkley (D-Ky.), majority floor leader, Homer T. Bone (D-Wash.) and Warren R. Austin (R-Vt.), each 2; Tom Stewart (D-Tenn.), 1. Senator Barkley attended the full session Nov. 17, when NAB President Neville Miller appeared, and made an appearance the following day, but didn't stay.

Senators Robert F. Wagner (D-N.Y.), Edwin C. Johnson (D-Colo.) and Lister Hill (D-Ala.) failed to attend any of the hearings.

Studio Notes

RADIO CODE school sponsored by WFIL Philadelphia is now open to everyone over 18. Space and equipment are provided by the station, the secretarial staff instructing in touch typing and the engineering staff in transmitting and receiving of Morse code.

WJR Detroit, a member of the CBS basic group, has issued rate card No. 17 effective Feb. 1, 1944. All advertisers of that date will be protected under former rates through Jan. 31, 1945. Program time charges are up, while announcement rates remain unchanged.

WSAU Wausau, Wis., is aiding local fire fighting organizations by airing emergency appeals for volunteer fire fighters.

WDAY Fargo, N. D., on Dec. 11 did a special pickup (10:30-11 p.m.) from the Homestead school, Wyndmere, N. D., which won second place in a nationwide scrap campaign, promoted by the NBC *Truth or Consequences*. Wyndmere Commercial Club handled arrangements, with WDAY entertainers providing fun. Feature was a transcribed congratulatory message from Ralph Edwards, m.c. of the network show.

KGER Long Beach, Cal., is publishing a bi-monthly four-page illustrated tabloid of home town news and gossip which is mailed to men and women of that city who are in the armed services.

WKRC Cincinnati sponsored a championship hillbilly contest in Cincinnati on Dec. 19. "Fiddling Red Herron" of the WKRC talent staff defeated Natchez, the Arizona Indian, former national champion.

NBC
AFFILIATED STATION

RICHMOND, VA.

WORLD'S MEMORABLE BATTLE GROUNDS
WIDER MARKET BETTER GUARANTEE

5000 WATTS

KXYZ
THE #1 RADIO BUY
IN THE SOUTH'S #1 MARKET
Houston

#1 RADIO BUY KXYZ's rates are surprisingly low . . . programs receive high Hooper ratings . . . there still remain a few excellent network and spot availabilities. Get in touch with your Branham man now.

#1 SOUTHERN MARKET
According to J. Walter Thompson Company's recent compilation of No. 2 War Ration Books, Houston, a city of 607,033 people, leads all Southern metropolitan markets in population.

KXYZ
HOUSTON, TEXAS
Now 5000 Watts
1320 KC BLUE, MUTUAL
• represented by The Branham Company

BUY BOTH! KXYZ AND KRIS, CORPUS CHRISTI — A MONEY-SAVING COMBINATION

And A Victorious New Year

We feel that the most pertinent greetings we could send at this season would be a fervent wish for victory in 1944. We are rededicating ourselves to the use of all our facilities in making this wish a reality—by keeping our listeners completely and accurately informed of every news development, by encouraging them to give unreserved support to the war effort and by helping to maintain the spirit of determination to win.

WAGA
ATLANTA

A FORT INDUSTRY STATION

5000 WATTS
DAY AND NIGHT
590 KC.

National Representatives
HEADLEY-REED COMPANY

Affiliate of the Blue Network

Garey Denies New Resignation Rumor

'Obligation to Fulfill', States House Committee Counsel

PUBLISHED reports last week that Eugene L. Garey, general counsel of the House Select Committee to Investigate the FCC, had been "persuaded to resign" brought from Mr. Garey the terse statement: "It's news to me."

Reached at his New York office, Mr. Garey said: "The last time similar rumors were circulated, my comment was: 'It's like Mark Twain's death—grossly exaggerated.' That still stands. I have an obligation to fulfill to the majority of the committee and I don't propose to renege, published rumors to the contrary."

Mr. Garey, who returned to New York Dec. 16, plans to be back in Washington shortly after the holidays to represent the House in its probe of the Commission and to pursue the inquiry further. The FCC has been scheduled to present its defense of charges so far made in open hearings about Jan. 17 [BROADCASTING, Dec. 20].

Although the general counsel was prepared to submit his resignation when Rep. E. E. Cox (D-Ga.) resigned late in September [BROADCASTING, Oct. 4], three committee members have steadfastly refused to consider it, leaving only Chairman Clarence F. Lea (D-Cal.) and Rep. Warren E. Magnuson (D-Wash.) **favoring a change** in counsel.

Charles R. Denny Jr., FCC general counsel, told the committee Dec. 16 he had been instructed by the Commission to "negotiate no further with Mr. Garey". At the same public hearing the committee counsel charged that the "chairman of the FCC and the chairman of this committee" were handling the Commission's defense.

KWBW Transfer

ASSIGNMENT of the license of KWBW Hutchinson, Kan., was granted by the FCC last week from William Wyse and Stanley Marsh, a partnership doing business as the Nation's Center Broadcasting Co., to a newly formed partnership under the same name consisting of William Wyse, Stanley Marsh and Bess Wyse. No monetary consideration is currently involved in this transaction which gives 49½% of Mr. Marsh's 50% interest to his sister, Bess (Mrs.) Wyse. Mr. Wyse retains his 50% interest.

Lt. Hurlbut Named

2ND LT. JAMES W. HURLBUT, Marine combat correspondent who covered the Guadalcanal campaign, has been named radio officer of Marine Corps Public Relations in Washington. He succeeds Capt. Ward Hubbard, formerly of NBC who goes into the field. Lt. Hurlbut formerly was at WTOP.

GREATER MIAMI HAS REACHED

New Peaks!

...in almost every line of business activity

Since the end of 1942, 8000 more telephones are in use, 9000 more users of electric power; bank clearings $67,426,556 greater the first ten months of '43 than the entire year of '42; postal receipts $811,258.58 ahead of those for the same period in '42.

Even greater gains would be recorded if supply could meet demand!

WIOD Covers This New Rich Market
As Completely As Miami's Magic Sun

WIOD
MIAMI

National Representatives
GEORGE P. HOLLINGBERY CO.
Southeast Representative
HARRY E. CUMMINGS

5000 WATTS • 610 K.C. • N.B.C.

RMA Announces Program for 1944

1944 WAR PROGRAM of radio and electronics equipment for the Radio Manufacturers Assn., was announced last week by the organization. Plans include expansion and forming of new committees to work on immediate and post-war problems, with special emphasis on reconversion to peacetime operation.

Eight new committees have been added to the RMA set-up, appointed by R. C. Cosgrove of the Crosley Corp., Cincinnati, chairman of both the RMA Set Division and the Association's over-all Postwar Planning Committee. They are concerned with: present and future war contract cancellations, future industry reconversion, employment and personnel problems, sales financing, advertising and promotion, future distribution costs and other problems, industry statistics, the post-war patent situation and post-war export problems.

The new program, both on immediate and post-war interests will be developed at an RMA Mid-Winter Conference on Jan. 12-13 at the Stevens Hotel, Chicago.

Chairman of the advertising committee is John S. Garceau of the Farnsworth Television and Radio Corp., Ft. Wayne, Ind.

Dr. C. B. Jolliffe, of the RCA Victor Division, Camden, and former FCC official, succeeds H. C. Bonfig as director of the RMA. Mr. Bonfig assumes other duties with the firm.

HAPPY NEW YEAR!

Yrs.
Algy

WCHS
Charleston, W. Va.

XUM

UBC Files Application to Move WCLE To Akron in First Order 84-A Action

IN THE FIRST formal action as a result of the FCC multiple ownership order promulgated last month, United Broadcasting Co. last Wednesday filed with the FCC applications seeking removal of WCLE from Cleveland to Akron along with a shift in assignments involving WCLE and WHKC Columbus. UBC also operates WHK Cleveland, and the move is designed to eliminate the multiple operation in that city.

WCLE seeks a construction permit to change its frequency from 610 kc to 640 kc, increase power from 500 w to 1,000 w and hours of operation from daytime to limited time, taking over the facilities of WHKC. With these facilities the station would move its present transmitter and studios to Akron.

Would Comply With Rule

WHKC filed for a construction permit to change its frequency from 640 kc to 610 kc and increase its power from 500 w to 1,000 w. It also seeks an increase in hours of operation from limited time to unlimited time, with a directional antenna for night use. This would involve taking over the facilities of WCLE, with fulltime operation.

Under this arrangement UBC would procure one fulltime and one limited time station in lieu of an existing daytime station and one of limited time, through the interchange of facilities. Moreover, the multiple ownership order (84-A) slated to become effective June 1, would be complied with.

While the UBC application is first to be filed with the FCC since promulgation of the revised order Nov. 23, negotiations were understood to be current by some 40 licensees affected by the order. Conversations ranged from proposed sale of entire groups of stations to individual transactions covering exchanges. Few, if any, of the transactions have reached the point of consummation.

There were indications also that a number of stations which, on paper, appeared to be affected by the "duopoly" order, feel that they are exempt from its provisions because of extenuating operating circumstances. Whether a battle against the order will be made, because of the manner in which it was drafted, remained uncertain last week.

---

de Castro Heads MBS Commercial Programs

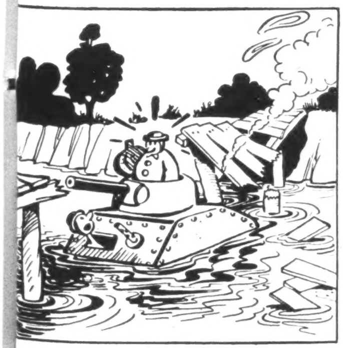
ALLEN de CASTRO, who joined Mutual as an executive last August to do research work on programming and to take a hand in the network's expansion into Latin-America, has been named to the newly-created post of MBS commercial program director.

He will serve the sales department on show ideas and programs and will continue his work on Mutual's plan to repeat nighttime network shows during the day [BROADCASTING, Aug. 30].

Before joining MBS, Mr. de Castro was sales executive at the BLUE and prior to that served as sales manager of CBS Latin-American network. He will handle Mutual's plans for an exchange of programs with privately-owned stations in Southern countries in the post-war period.

Buse Names Ellis

GUS G. BUSE Corp., Buffalo, manufacturers of K & B Best coffee, K & B Best flour, has appointed Ellis Adv. Co., Buffalo, to direct 1944 advertising campaigns. Radio and direct mail plans are in the making, with other media to follow.



"But WFDF Flint said the bridge was open!"

RKO Takes MBS Option for Show

Definite Decision on Network Program Is Due Next Week

RKO RADIO PICTURES plans for a network program assumed more definite shape last week, although no decision will be made until the first week of the new year when RKO executives, including Ned E. Depinet, president, will audition and pass the final word on a quarter-hour show submitted by Foote, Cone & Belding, agency in charge. In the meantime RKO has taken an option with Mutual for a daytime period, tentatively set for 11:45 a.m. (EWT) Monday through Friday.

Catering to the public's natural curiosity about behind-the-scenes activities during the production of a film, RKO will originate the show at its own Hollywood lots, featuring broadcasts from various departments, such as the make-up section, bringing in talent working on the picture at the time.

A spot radio advertiser for several years, RKO scored outstanding success in this media in the promotion of "Hitler's Children" and subsequent films [BROADCASTING, May 31] and does not plan to modify in any way the extent of its use of regional and local radio.

The network program, to be the first regular national series for the film company, is considered as a supplement to other advertising.

"IT'S ALWAYS ON YOUR DIAL"
0 710 770 880 930
WEAF WOR WJZ WABC WPAT
WPAT
ON YOUR DIAL AT
93

93...IS THE KEY

...that opens the door to our house...so pay us a visit and we'll guarantee you a most pleasant reception.

Drop in any day for Luncheon With Helen . . . but come early . . . between 10:35 and 11. Or come between 1:05 and 1:30 . . . and enjoy Music A La Mood . . . our good music program that wins hundreds of new listeners weekly.

But the important thing is . . . COME. We've given you the key...93 on your radio dial. Use it to get acquainted with... the fastest growing station in the metropolitan area.

RADIO STATION WPAT { PATERSON, NEW JERSEY • PARAMOUNT BLDG. NEW YORK

"Plug Kendrick says:

BUY WAR BONDS

Insure a HAPPY and VICTORIOUS NEW YEAR

WINN LOUISVILLE with WINN Your BLUE NETWORK STATION in LOUISVILLE, KY.

•

D. E. "Plug" Kendrick
President and General Manager
G. F. "Red" Bauer
Sales Manager

I'm Tommy's Mother

When Tommy's at school
I flip on our radio and
get a lift!
I love Don McNeill and
the Breakfast Club;
and "Sardi's"—with Tom
Breneman.
The Mystery Chef saves
me money. Ration points,
too! Morton Downey's
songs are grand.

But then when
"My True Story" and
Ted Malone and
"Blue Frolics" are over—
There's Tommy storming
home.
And the radio's his the
rest of the afternoon.

Because Tommy's Mother doesn't have the car so much any more, she gets her precious relaxation via radio. WTCN'S programs are designed especially to bring it to her!

This advertisement is another example of WTCN program promotion.

It (and a score of others like it) are appearing regularly in newspapers in our coverage area.

WE'LL GET BEHIND YOUR SHOW, TOO! WHEN IT'S ON WTCN

WTCN
. . . 1280 ON YOUR DIAL
Blue Network
Minneapolis—Saint Paul
Minnesota

MBS Sales to Top 14 Million According to Yearly Roundup

MUTUAL sales for 1943 are expected to exceed $14,000,000 — a gain of more than 40% over 1942 —according to the network's year-end report issued last week in a booklet entitled *"1943 in Review."*

This figure denotes a new peak in the network's sales history, progress of which is summarized "to the fullest extent" by the number of station quarter-hours of sponsored network broadcasting, as follows: In December, 1942, the figure was 5,621, while by December of this year the total had grown to 10,703, an increase of 90.4%.

Good Year Foreseen

Gratification "that the year 1943 should end with the rate of commercial business approximately twice that of last year," was expressed by Miller McClintock, president of Mutual, in a statement at the end of his first year as MBS chief executive. "This (gratification), however," he added, "is secondary to the satisfaction which is derived from a national and international operation in which the capacity for service to the business fraternity and to the public is many times stronger than heretofore.

"We can, therefore, look forward to the year 1944 as a year in which the foundations laid this year will see an increasingly strong and useful structure, both in size and in character of operations. In this contemplation Mutual rejoices that it is an integral part of the great forward movement of the entire radio industry.

"It is significant that the two objectives of the industry are the support and expansion of democratic economy in this nation and the performance of its full duty to the public."

Mutual's contribution to the war effort for the first ten months of 1943 includes 1,468 programs or 641 hours and 49 minutes devoted to programs for governmental and public agencies. Mutual presents 76 individual news commentaries from the United States, and since September has been presenting daily news broadcasts by the *Christian Science Monitor* correspondents all over the world, as well as by its own corps of overseas reporters. Of these, Mutual mentions specifically the death of Frank J. Cuhel in the *Clipper* crash near Lisbon last spring, and the recent return from Japanese prison camps of Royal Arch Gunnison.

Program facilities were considerably expanded in 1943, and a program operating board, comprised of program heads of five key Mutual stations, was organized to analyze and solve program problems. Because of increased activity and expansion, the New York office personnel of Mutual has increased 122¾% since 1942, the booklet reports.

15 Affiliates Added

Mutual added 15 affiliates this past year, signed contracts for exchange programs with the 36-station hookup of Radio Mil of Mexico, and as of December, 1943, numbers its affiliates at 211 stations in the United States, Canada and Hawaii. Another station relations milestone this year was the new standard contract for member and affiliated stations, providing increased program service and eliminating previous inequalities in station-network contracts.

In addition to further details on new commercial programs, public service features and sportcasts, the booklet concludes with a history of Mutual from its inception in 1934 to date and a list of MBS executives and affiliates.

Emerson Announcing Video Receiving Sets

EMERSON RADIO & PHONOGRAPH Corp., Chicago, last week announced the development of a new type of television and radio receiving set which will enlarge and project television images on a screen. The instrument, measuring only 18 x 14 inches, enlarges television images to 15 x 20-inch proportions on a screen with brilliance equal to that of home movies according to Benjamin Abrams, president of the company.

With compactness made possible through use of a 3-inch cathode ray tube instead of the usual 5 or 12-inch tube, and enlargement by a lens system of plastics, Abrams said the sets could be produced to retail at not more than $150 when materials for large scale production are available.

Mrs. Grace Fox

MRS. GRACE FOX, singer, heard on WJZ New York as Grace Morgan, jumped or fell to her death from an apartment building in New York, Friday, Dec. 17. She was featured in a five-minute musical program sponsored by Norwich Pharmacal Co.

EASY TO BELIEVE

When you can actually *see* your sales mounting, you *know* advertising pays. Nowadays, you haven't anything concrete, like figures, on which to base your belief. However, you have experience—it tells you that advertising is the very lifeblood of business. Stop that steady flow of advertising and you lose your hold on a future market.

All these things you know—far better than we do. You also know that radio provides that "steady flow" effectively and economically. But do you know that, in Canada, CFRB reaches the largest share of the richest market in that country? Do you know that, in a key area fed by three stations, CFRB broadcasts half the leading sponsored programmes? These are facts you should keep in mind and arrange to have CFRB carry your advertising in Canada.

CFRB
TORONTO

WWL
NEW ORLEANS
50,000 WATTS
The Greatest Selling POWER in the South's Greatest City
CBS Affiliate
Nat'l Rep. - The Katz Agency Inc.

Fisher Elected President at Annual Meet Of Federal Communications Bar Assn.

BEN S. FISHER, of the Washington law firm of Fisher & Wayland, was elected president of the Federal Communications Bar Assn. Dec. 18 at its annual meeting in the Statler Hotel, Washington. He succeeds Horace L. Lohnes, Washington attorney.

Eliot C. Lovett was elected first vice-president succeeding Mr. Fisher; Carl I. Wheat was chosen second vice-president, replacing John F. Gibbons, and W. Theodore Pierson was named secretary, succeeding Lester Cohen. Kenneth L. Yourd, general counsel for CBS Washington, was re-elected treasurer.

Elected to the executive committee were Mr. Lohnes and Mr. Cohen. Four other members, Reed Rollo, Judge E. O. Sykes, Herbert Bingham and Ralph Van Orsdel are holdovers. Those six, with the officers, comprise the executive committee.

After assuming his new office, President Fisher outlined an active program for the coming year. First on the agenda will be appointment of a legislative committee. "Since Congress is considering communications legislation and in view of the fact that the Bar Association was instrumental in initiating new legislation, we consider the legislative committee of foremost importance," said Mr. Fisher. Committee appointments will be made within the next fortnight, he added.

The *Federal Communications Bar Assn. Bulletin*, official publication of the organization, will be issued more regularly, the new president pledged, in view of the important legislation and potential future expansion of communications, particularly radio.

Mr. Fisher also plans to hold monthly meetings, he said. In the past the association has met on call of the president, but many members have expressed a desire for regular sessions. A cocktail party and buffet dinner, to which members of the FCC, other Government agencies and the press were guests, followed the business meeting.

WELCOMING his successor, Ben S. Fisher (r), as new president of Federal Communications Bar Assn. is retiring president, Horace L. Lohnes. Both are Washington attorneys.

DAVID HALL, NBC writer on musical programs, has published a revised edition of *The Record Book*, a reference book on recorded music first compiled by him some 10 years ago. Smith & Durrell, New York, is publisher.

EXTENSION SOUGHT FOR WATSON-DODD

EXTENSION of the 40-day time limit in which to file reply briefs in the suit of Drs. Goodwin B. Watson and William E. Dodd Jr., former FCC employes, and Robert Morse Lovett, former Interior Dept. employe, to recover salaries for Nov. 15-21, was to be sought by the Attorney General's office, according to Rep. Kerr (D-S.C.), chairman of a House Committee on Appropriations subcommittee.

Resolutions introduced by Rep. Kerr in the House (HRes. 386 and HRes. 387) on Dec. 17 authorizing the subcommittee to appoint special counsel to represent the Government and to spend up to $15,000 in the defense [BROADCASTING, Dec. 20], were passed by the House Dec. 18, with only one voice in opposition. Rep. Marcantonio (D-N.Y.) voiced disapproval of the resolution empowering the subcommittee to name counsel.

Will Select Counsel

Before leaving for the holidays Rep. Kerr said the committee would select counsel after the House resumes Jan. 10. In the meantime, he added, the Attorney General's office had assured the House that it would request an extension of the 40-day time limit for filing briefs in the U. S. Court of Claims to permit the House subcommittee to appoint counsel to defend the Government.

In a deficiency appropriations bill the Congress attached a rider prohibiting salaries after Nov. 15 for Messrs. Watson, Dodd and Lovett after the Kerr subcommittee had investigated them. In testimony three weeks ago before the House Select Committee to investigate the FCC, it was brought out that the FCC, in cooperation with the Dept. of Justice, arranged for the two Commission employes to work without salary from Nov. 15-21 to test constitutionality of the deficiency bill rider [BROADCASTING, Dec. 6].

Rep. Kerr said the subcommittee has "several outstanding constitutional lawyers" under consideration and would make a selection after the holidays.

Grid Spotting Aid

USING a Sonotone, Charles Egenroad, announcer of WSBT South Bend, Ind., and Howie Murdock, spotter, have developed a system whereby the spotter can transmit information to the announcer without interrupting the running description of a football game. Tried out during the past season's Notre Dame games, the system was pronounced fast and accurate and is expected to be adopted next year by other sportscasters. American Trust Co. of South Bend, which sponsored last season's series on WSBT, cooperated in the new venture.

Olive Kackley

50,000 WATTS C B S

HER FRIENDLY ADVICE, WIT AND HUMOR, KEEP WOMEN TUNED TO....

WCKY

THE L. B. Wilson STATION

YOU ARE THE ONLY REAL SUITOR IN ROANOKE!

WHEN you use one of the *several* powerful stations in Bigtown, you get maybe 50%, maybe 30%, maybe 10% of the audience — at pretty high rates.

When you use WDBJ, you get virtually *all* the audience, in an area that does 25.8% of Virginia's total buying. Because *no* other station gives satisfactory reception *all* the time in this big Roanoke-Southwest Virginia market.

Practically 100% of 120,348 primary radio homes for $40 per Class A—one time—quarter hour! *Write* for availabilities.

CBS • 5000 WATTS • 960 KC

Owned and Operated by the TIMES-WORLD CORPORATION

FREE & PETERS, Inc., Natl. Representatives

WDBJ ROANOKE VA.

FOR THE "World's Best Coverage of the World's Biggest News"

UNITED PRESS

THERE'S NOT ANOTHER LIKE IT!

WTIC 50,000 WATTS

DIRECT ROUTE TO AMERICA'S No. 1 MARKET

The Travelers Broadcasting Service Corporation

Member of NBC and New England Regional Network

Represented by: WEED & COMPANY

New York, Boston, Chicago, Detroit, San Francisco and Hollywood

24 Hours a Day!

WOL WASHINGTON

Washington's Only 24 Hour Station

1000 WATTS 1260 KC.

AFFILIATED WITH MUTUAL BROADCASTING SYSTEM

Enter Your Subscription to

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

Actions of the FEDERAL COMMUNICATIONS COMMISSION

DECEMBER 18 TO DECEMBER 23 INCLUSIVE

Decisions . . .

DECEMBER 21

WEIM Fitchburg, Mass.—Granted voluntary assgn license from Ruben E. Aronheim to Mitchell G. Meyers, Ruben E. Aronheim and Milton H. Meyers, d/b Radio Station WEIM, new partnership, for sum of $12,788.88.

WBAX Wilkes-Barre, Pa.—Granted extension temporary license to March 26, 1944.

KWBW Hutchinson, Kan.—Granted assgn. license from William Wyse, Stanley Marsh, partnership d/b The Nation's Center Broadcasting Co., to new partnership of William Wyse, Stanley Marsh and Bess Wyse d/b The Nation's Center Broadcasting Co. (No monetary consideration.)

WADC Akron, Ohio—Adopted order denying petition for rehearing filed by WADC, directed against Commission's Findings adopted Nov. 3 granting applications of WGAR and WHBC for CPs.

DECEMBER 22

WROL Knoxville, Tenn.—Adopted proposed findings of fact proposing to deny application for mod. license change night power from 500 w to 1 kw.

WMRO Aurora, Ohio—Adopted proposed findings of fact proposing to deny application for mod. license operate 1280 kc, 250 w D, 100 w N, unlimited.

WBNY Buffalo, N. Y.—Adopted proposed findings of fact proposing to deny application for mod license change from 1400 kc to 680 kc with 250 w.

KFXM San Bernardino, Cal. — Adopted order making final proposed findings of fact granting change from sharing with KPPC Pasadena to unlimited, 1240 kc, 250 w.

Valley Broadcasting Co., West Point, Ga.—Granted petition to accept amendment specifying new transmitter site; hearing date unchanged. Application is for new station, 1490 kc, 250 w, unlimited.

in the CONTROL ROOM

ENS. PAUL LEE, USNR, formerly chief engineer of WWNY Watertown, N. Y., and ex-chief radioman of the 3rd Naval Dist. Communication Reserve, is now on active duty with the radio division of the Bureau of Ships, Navy Dept., Washington, D. C.

CARSON PINKLEY, formerly engineer of KTMS Santa Barbara, has joined KFVD Los Angeles, in a similar capacity.

PAUL McKENZIE has joined WTBO Cumberland, Md., as transmitter operator.

CHARLES BRAUER, KDYL Salt Lake City engineer, is the father of a boy.

BILL COLLINS has joined the operating staff of CKWX Vancouver.

HERMAN WILSON has resigned from staff of CHEX Peterborough, Ont.

JOE KNOWLES, transmitter operator of CKY Winnipeg, has joined the Royal Canadian Navy as wireless technician.

THOMAS P. BASHAW, NBC central division sound effects technician, is being inducted into the Army.

GORDON M. NUTTY, formerly with WKBV Richmond, Ind., is now chief engineer of WAOV Vincennes, Ind.

TOM O'MALLEY MOORE, former studio engineer of WMMN Fairmont, W. Va., is at the Great Lakes Naval Training School in Illinois. Dorothy Conley has joined WMMN's control room staff.

WILLIAM C. SPEED has been named vice-president in charge of merchandising for Reeves Sound Labs., New York.

Applications . . .

DECEMBER 22

WCLE Cleveland—CP change 610 kc to 640 kc, increase power to 1 kw, D to limited (facilities of WHKC), move transmitter and studio to Akron.

WHKC Columbus, Ohio—CP change 640 kc to 610 kc, increase power to 1 kw, limited to unlimited, DA-N (facilities of WCLE).

WKY Oklahoma City—Mod. CP which authorized move transmitter, increase power and DA, for extension completion date to July 20, 1944.

KLPM Minot, N. D.—Vol. Assgn. license to Minot Broadcasting Co. (Incomplete).

Network Accounts

All time Eastern Wartime unless indicated

New Business

AMERICAN MEAT INSTITUTE, Chicago (institutional), on Jan. 16 starts *The Life of Riley* on 155 BLUE stations, Sun., 3-3:30 p. m. Agency Leo Burnett Co., Chicago.

GENERAL PETROLEUM Corp. of Cal., Los Angeles, subsidiary of Socony-Vacuum Oil Co. (Mobiloil and gas), on Jan. 13 starts Orson Welles and Paul Baron's Orchestra on 8 CBS Pacific stations, Wed., 9:30-10 p. m. (PWT). Agency: Compton Adv., N. Y.

AUTO-LITE BATTERY Corp., Toledo (institutional), on Jan. 18 starts *Everything for the Boys* on NBC Tues. 7:30-8 p.m. Agency: Ruthrauff & Ryan, N Y.

EASTERN COLUMBIA OUTFITTING Co., Portland (Bradbury clothes), on Jan. 2 starts for 52 weeks *Bradbury Clothes Presents Walter Duranty* on 9 BLUE Pacific stations, Sun., 5:30-5:45 p.m. (PWT). Agency: Robert E. Smith Adv., Portland.

PEPSODENT Co. of Canada, Toronto, on Jan 4 starts *Bob Hope* on 22 CBC Dominion network stations, Tues. 10-10:30 p.m. Agency: Spitzer & Mills, Toronto.

Join Barron

KENNETH R. HYMAN, formerly chief engineer of KABC San Antonio, and Phillip Hedrick, formerly chief engineer of WSJS Winston-Salem, N. C., are now associated with John H. Barron, Washington, D. C. consulting engineer.

JERRY KANE, formerly with the Turner Co., Cedar Rapids research laboratory, has joined Universal Microphone Co., Inglewood, Cal., as electro-acoustic engineer. Firm will announce six new styles in microphones, according to James L. Fouch, president.

New Rules of the Federal Communications Commission Permit You to Place Your NBC, Blue or CBS Network Programs on WSAY

—if the network they are on cannot furnish coverage here

WSAY ROCHESTER, N. Y.

MUTUAL OUTLET

THIRD LARGEST MARKET in the COUNTRY'S GREATEST STATE

Army-Navy Group Takes WPB Uniform Schedule

STANDARDIZATION of electroic components for radio equipment has now reached the important stage of application to military equipment, the WPB Radio & Radar Division indicated last week, in turning over 20 specifications to the joint Army-Navy Electronic Standardization Agency. Eleven of the specifications drafted for WPB by the American Standards Assn. have been approved for Army-Navy procurement.

WPB points out that the standards, item-wise, will cover 75% of all components used in radios and other electronic devices. The armed services credit WPB with having brought the Army and Navy together on the use of common standards for these items, now interchangeable.

The components approved by the Army and Navy are ceramic radio insulating materials, steatite radio insulators, fixed mica dielectric capacitors, ceramic radio dielectric material, external meter resistors, glass bonded mica radio insulators, fixed composition resistors, electrical indicating instruments, shock-testing mechanism for electrical indicating instruments, dimensions for external radio-frequency thermocouple converters and glass radio insulators.

Components on which standards are expected to be completed by March 1 by WPB include fixed paper dielectric capacitators, porcelain radio insulators, fixed ceramic capacitors, dynamotors, external ammeter shunts, variable wire-wound resistors (low temperature), tower-type wire-wound rheostats, and toggle switches.

FIRST television showing of the U. S. documentry film "War Department Report," was presented on WCBW, CBS station in New York, Dec. 23.

DON'T WASTE YOUR PUNCH ON JUDY (Ky.)!

If you've been making passes at the buying power of little towns like Judy (Ky.), start pulling your punches. Save your selling socks (and shoes and tires!) for the Louisville Trading Area, which *alone* does 17.1% *more* retail buying than the rest of Kentucky *combined!* . . . With WAVE in your corner, you can tie into every radio home in the Louisville Area for far less than the cost of any other medium. Shall we get out the gloves now?

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K.C. . . N.B.C.

FREE & PETERS, INC. National Representatives

CLASSIFIED Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington 4, D. C.

PAYABLE IN ADVANCE

Help Wanted

Wanted—Announcer-operator, with first class license. Must be capable of news and general announcing network station. Send details to KSEI, Pocatello, Idaho.

Announcer-Salesman—Who can assume responsibility and work into assistant managership Alaska station. Give complete details regarding yourself. Seattle office KINY-KTKN 708 American Bldg., Seattle, Wash.

Announcer Wanted—Good news voice essential. Advise age, draft status, salary expected, and details in first letter. Write Radio Station KHMO, Hannibal, Missouri.

Wanted—Announcer with some experience. Advise age, draft status, salary expected and details in first letter. Write Box 642, BROADCASTING.

ANNOUNCER—Permanent position for experienced man. $56.00 for fifty hours. A real opportunity. Send transcription with full details to Manager, WFDF, Flint, Michigan.

Active, Production Minded Southern Station—Wants good, experienced announcer. Pay is good and chance for talent outstanding. Write or wire station WMPS, Memphis, with full details, and audition transcription. Please state salary requirements. A good job for the right man.

Engineer—With first class license wanted at once. Write or wire Radio Station KHMO, Hannibal, Missouri. State salary desired, draft status, experience, and when available.

ANNOUNCER—With experience for full time Southeastern NBC affiliate. Full account first letter. Box 640, BROADCASTING.

Wanted—First or Second Class Operator. Announcing ability desirable but not essential. Give full details. Draft status, starting salary first letter. Write Box 643, BROADCASTING.

Licensed Operator—Who can do some announcing for Alaska stations. Good salary, transportation from Seattle. Give complete details your qualifications. Office KINY-KTKN, 708 American Bldg., Seattle, Wash.

OPERATOR—Permanent position. State qualifications and salary requirements. KTRI Sioux City, Iowa.

WRITER—Industrial Motion Picture producer wants contact with experienced independent script writer. Box 635, BROADCASTING.

WANTED—3rd-class and 1st-class operators for new 50,000 watt station. State qualifications and salary desired. Write Box 898, Corpus Christi, Texas.

Versatile Announcer-Newscaster — Immediately who isn't afraid of hard work; single and capable of earning $50 weekly. No drifters. Send photo and references WHIT, New Bern, N. C.

Can You Write GOOD commercial copy and announce? $45 weekly waiting for dependable single man. Forward samples, photo and transcription. Box 650, BROADCASTING.

Salesman Wanted—Apply manager KGBX, Springfield, Missouri, stating qualifications. A good opportunity for a good man.

Announcer—Permanent position with 5 KW affiliate. Send letter stating qualifications and minimum starting salary together with audition to manager, KGBX, Springfield, Mo.

Situations Wanted

ANNOUNCER—Woman. Four years' radio experience as announcer. Box 646, BROADCASTING.

TRAINED RADIO HELP AVAILABLE—To help offset the shortage of technically trained Radio personnel, we are preparing women for second and first class radio-telephone licenses and other Radio communication work. Some trained girls are available right along. When you need women technicians, please write us. No obligation, no fees. **DeFOREST'S TRAINING, INC.**, 2533 N. Ashland Ave., Chicago 14, Illinois.

ANNOUNCER—Seven months experience, commercial, newscasting. Available after two weeks. Box. 649, BROADCASTING.

Want Successful MANAGER for your station? Presently employed—progressive—youthful—completely reliable—draft exempt. Person desires change—excellent reason. Confidential. Write P. O. Box 6662, Cleveland, Ohio.

Announcer—Draft exempt, honorable discharge, college two years, major network experience. Married, very settled. Now employed 50 kw. Prefer East or North, but consider all states. All first letter. Box 641, BROADCASTING.

Announcer-Producer-Writer—Just received honorable discharge from army. 4 years in broadcasting. Married. Dependable. References. Wish permanent position in California station or agency. Available now. Box 638, BROADCASTING.

Experienced Salesman—Sales promotion and merchandising man. Four years network experience. Excellent references. Draft exempt Available January first. Box 637, BROADCASTING.

First Class Transmitter Engineer—47, draft deferred. Desires change. Preferably North Carolina. 16 years experience. Box 636, BROADCASTING.

WANTED—Position as Chief Engineer, experienced, knowledge all phases of broadcasting. Telephone first. Will consider desirable operating position. Give full particulars. I. Stromswold, 115 S. Charles, Saginaw, Michigan.

Engineer—6 years experience, 5 kilowatt, studio, master control, licensed, 2 years college, native Pennsylvanian, go anywhere, honorable Army Discharge. Room 30, 1431 Cahuenga Blvd., Hollywood 28, Calif.

Wanted to Buy

Complete Equipment Wanted—For 250-watt installation, all or part, give details of what you have. Box 648, BROADCASTING.

Wanted To Buy—Local or regional stations midwestern, southern, or eastern states. Full or controlling interest only. Box 647, BROADCASTING.

WANTED TO BUY—200 to 250 ft. **BLAW KNOX OR SIMILAR STEEL TOWER.** Box 645, BROADCASTING.

Wanted To Buy—One Western Electric type 10A tuner in good condition. Box 644, BROADCASTING.

For Sale

FOR SALE—Portable recording equipment, RCA table, cutter and mikes. Special built 2 imput mixer and cutter amplifier with Weston VU meter. Box 639, BROADCASTING.

FOR SALE—179 ft. Blaw-Knox tower insulated, self-supporting, tapered cross-section. Price, $2525 cash. KFAC, Los Angeles 5.

Mueller Sees Long Pull Ahead for Allied Troops

A LONG slow pull through Italy to the Rhine river is ahead for Allied troops before victory over Germany is possible, Merrill Mueller, NBC foreign correspondent just returned from the Mediterranean theatre, told NBC executives and the press Dec. 20 at a luncheon in his honor at New York's Waldorf-Astoria hotel. One of the first correspondents in the Sicilian campaign to learn of the Gen. Patton incident, Mr. Mueller said he and Demaree Bess of *Saturday Evening Post* checked with Gen. Eisenhower on release of a story, that the commanding general personally investigated and considered it closed after Gen. Patton had apologized to all concerned. The NBC correspondent said Gen. Eisenhower did not place a censorship on the story, as published versions indicated.

A surprise speaker was H. V. Kaltenborn, NBC news analyst, who had returned unexpectedly the day before from a three-week tour of the South Pacific as a war correspondent for the Navy. Mr. Kaltenborn spoke highly of the work being done by radio and press correspondents in the Pacific. He agreed with Mr. Mueller that the Allies are a long way from victory and predicted that it would probably take until 1946 to defeat the Japanese.

Mr. Mueller is slated to be commentator on NBC's 9:45 a.m. program *Special Assignment* for the week of Dec. 27-31.

Hottelet Joins UP

RICHARD C. HOTTELET, formerly with UP's Berlin bureau, and more recently with the Office of War Information in London, will join the CBS London staff Jan. 1, Mr. Hottelet became associated with the UP in 1938. He was interned by the Nazis in 1941 and released in July of that year, when he returned to America. He worked in UP's Washington office, and then joined the OWI. He was assigned to the agency's psychological warfare division in the British capital in August, 1942.

NBC Youth Series

TEN YOUTH organizations will cooperate with NBC in the presentation of a series of 13 half-hour dramatic programs dealing with the solutions to various phases of juvenile delinquency, and titled *Here's to Youth*. Bearing out the title the programs which start Jan. 15 will emphasize the constructive side of the picture.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
Washington, D. C.

PAUL F GODLEY
CONSULTING RADIO ENGINEERS
MONTCLAIR, N.J.
MO 2-7859

HECTOR R. SKIFTER
CONSULTING RADIO ENGINEERS
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
- Evening Star Building, Washington, D. C.
- 321 E. Gregory Boulevard, Kansas City, Mo.
- Cross Roads of the World, Hollywood, Calif.

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—AND DAY
R.C.A. Communications, Inc.
66 Broad St., New York 4, N. Y.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

BROADCAST REPAIR
SERVICE COMPANY
Specialists In The Repair Of
Reproducing and Recording Equipment
334 Arcade Bldg., St. Louis, Mo.

Please Return
Promptly the
1944 Yearbook
Questionnaires

NAB Group Seeks Leadership Plan

Convention to Receive Formal Proposal; Miller Gains

WITH ONLY six months remaining before the expiration of the present term of Neville Miller as NAB president—a post he has held since 1938—efforts are being redoubled by the NAB nominating committee named last July to find a formula for radio leadership that will meet all foreseeable contingencies.

Under the chairmanship of Don S. Elias, executive director of WWNC Ashville, the committee has held several informal sessions during the last few months.

Proposal for Convention

Sentiment of broadcasters representing all shades of radio opinion has been sought. Before the next NAB convention, tentatively set for sometime between April 1 and May 15, it is expected the committee will have a formal proposal for presentation to the full board of directors. The convention will be in Chicago, New York or Cincinnati.

The committee, made up entirely of board members, in addition to Mr. Elias, comprises: G. Richard Shafto, WIS Columbia, S. C.; John J. Gillin Jr., WOW Omaha; J. O. Maland, WHO Des Moines; James D. Shouse, WLW Cincinnati, and Paul W. Morency, WTIC Hartford.

Mr. Miller, who is a candidate to succeed himself, successfully has withstood three efforts to bring about a change in the NAB top command during the last year or so. He has the support of a substantial segment of broadcasters, and his stock rose considerably after his appearance before the Senate Interstate Commerce Committee last month in support of new legislation to redefine the FCC's functions and authority.

Conflict in Views

There are several schools of thought about the NAB's future makeup. Some members of the board, who reflect the views of constituent stations, feel the NAB should be headed by a practical broadcaster—possibly as chairman of the board—with a paid executive secretary or president. A practical, working knowledge of radio, this school feels, is a prerequisite to successful trade association operation.

Another group feels that an outstanding figure in public life, or a man who has earned his spurs in industry and is nationally known, should head the organization as spokesman for all radio. They want a man whose word would be regarded as a command, and who would brook no trifling.

Yet another group appears to feel that radio needs a streamlined public relations and post-war planning trade association, stripped of all other activities or functions. Such an organization would be headed by a recognized leader in radio, who knows the business and understands policy. He would be flanked by a public relations expert of proved merit.

Fly Shows Interest

The ever-present issue of whether the networks, as such, should be part and parcel of the NAB—as two are now—also can be expected to arise, whatever is done. A small, but extremely vocal group, has insistently argued that the network problems are not those of individual stations and that the NAB should represent only independent licensees, per se. NBC and CBS are NAB members; BLUE and Mutual are not.

FCC Chairman James Lawrence Fly, who has thrown such epithets as "dead mackerel" and "stooge of the networks" at NAB, has been more than a by-stander in the move toward reorganization. But proponents of a full-sweep change contend vigorously they are in no way motivated by anything other than radio's best interest in projecting a reorganization, personnel and otherwise.

Thus far, the work of the NAB nominating committee hasn't progressed beyond types of men considered for the presidency or board chairmanship, or the scope of the organization. There have been no direct approaches to individuals. Mr. Elias declared that everything done to date has been "exploratory".

Yourd Joins Navy

KENNETH L. YOURD, attorney and assistant director of the Washington office of CBS, last Tuesday was sworn in as Lieutenant (jg) in the U. S. Naval Reserve. He reports for indoctrination at Ft. Schuyler, N. Y. this week. Successor to Paul A. Porter, now assistant to Stabilization Director Vinson, Lt. Yourd has been with CBS in Washington for about two years. Last February he was named assistant director under Earl H. Gammons. He was with the CBS legal staff in New York shortly before his transfer to Washington. No successor has been named. He has a wife and child.

Federal Additions

JACK LOUCKS, media director of Blackett - Sample - Hummert, Chicago, and more recently associated with Warwick & Legler, New York, has joined Federal Adv., New York, as assistant media director. Agency has made several other additions to its staff, including W. R. E. Baxter, formerly manager of the Newspaper Service Bureau of McGraw-Hill Publishing Co., to handle publicity. Edward A. Vellanti, recently of the Army Air Forces, has been added to the copy department, and Rudolph J. Noro, formerly assistant advertising manager of Par Beverage Corp., and a member of the promotion department of McCall's, has joined the production department.

Heads OPA Information

WALTER O'MEARA, Woodstock, N. Y., formerly with J. Walter Thompson and Benton & Bowles, New York, has been appointed deputy administrator of OPA in charge of information. Mr. O'Meara's most recent work was in the post of Director of Creative Departments for J-W-T. Prior to his advertising experience, Mr. O'Meara was a newspaperman, graduating from the Wisconsin U. School of Journalism in 1920 and working on the *Duluth News Tribune* and the *Fond du Lac Commonwealth.*

J. WALTER JOHNSON COMPANY
PHYSICOS
Fumos
ZIMMS
SID HIX

Drawn for BROADCASTING by Sid Hix

"I'll Take Zimms and Smoke Fumos, but Dam if I'll Swallow a Purga-Lax Daily, Even if We Lose the Account!"

N. Y. Official Hits Government Radio

Speaker on WNYC Doubts Station Should Continue

DOUBT as to the advisability of government operation of radio stations, together with the suggestion that "continued operation" by New York City of WNYC might be undesirable, was expressed Dec. 19 by Borough President Edgar J. Nathan, Jr. of Manhattan in a talk on "Know Your Borough" over WNYC, the same station he was condemning.

According to Mr. Nathan, who devoted most of his speech to an "interim report" of his borough activities, he felt compelled at the start of his broadcast "to voice the very real doubt which I entertain regarding the soundness in principle of the operation by government of a radio station.

Tendency to Advocate

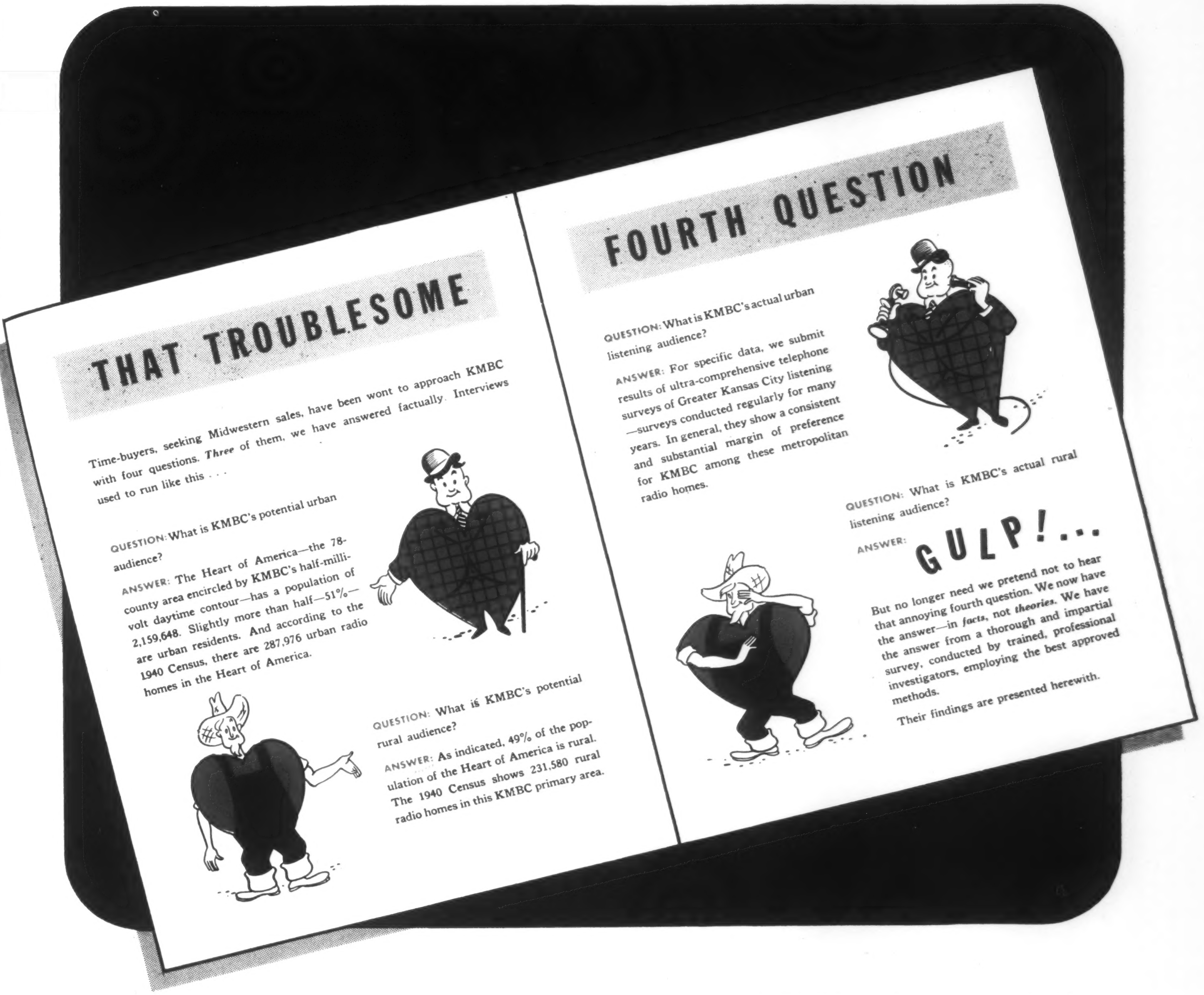
"I am convinced," he continued "that any government-controlled vehicle of public expression, whether it be the press the radio or other medium, must inevitably become to some degree at least, the exponent if not the advocate of the viewpoint of the administration in power for the time being. Is this in accordance with the American principle and tradition of freedom of the press and of the radio? Is it the untrammeled expression of public opinion? I think not. And if it is not, how can maintenance by government of a radio station be in the public interest? There are other considerations, too, which touch the question whether the continued operation of this station by the City is desirable."

The city-owned station came in for further criticism last week when New York newspapers published an open letter from Kings County Judge Franklin Taylor charging Mayor F. H. LaGuardia of using WNYC for "demagogic diatribes" and recommended that "the license for WNYC should be revoked in the interest of public decency and taxpayers' rights."

"You should pay for the air like anyone else," Judge Taylor wrote the Mayor in his letter, which challenged a recent broadcast by the Mayor for "alleged references" to Taylor.

Miller Chain Plans

A CHAIN of women's specialty shops, Ralph H. Miller Inc., with 40 branch stores throughout the country, will embark on a nationwide spot campaign after the first of the year, through its newly appointed agency Consolidated Adv., New York. Plan is to use recorded spots on one station in each market outlet. Commercials, consisting of a 30-second musical jingle followed by a ten-second straight copy, are already heard on WMIN Minneapolis, about 27 times weekly. Miller is promoting its Norfolk, Va., shop with the announcements before and after a news program on WTAR Norfolk.



THAT TROUBLESOME FOURTH QUESTION

Time-buyers, seeking Midwestern sales, have been wont to approach KMBC with four questions. *Three* of them, we have answered factually. Interviews used to run like this . . .

QUESTION: What is KMBC's potential urban audience?

ANSWER: The Heart of America—the 78-county area encircled by KMBC's half-millivolt daytime contour—has a population of 2,159,648. Slightly more than half—51%—are urban residents. And according to the 1940 Census, there are 287,976 urban radio homes in the Heart of America.

QUESTION: What is KMBC's potential rural audience?

ANSWER: As indicated, 49% of the population of the Heart of America is rural. The 1940 Census shows 231,580 rural radio homes in this KMBC primary area.

QUESTION: What is KMBC's actual urban listening audience?

ANSWER: For specific data, we submit results of ultra-comprehensive telephone surveys of Greater Kansas City listening—surveys conducted regularly for many years. In general, they show a consistent and substantial margin of preference for KMBC among these metropolitan radio homes.

QUESTION: What is KMBC's actual rural listening audience?

ANSWER: GULP! . . .

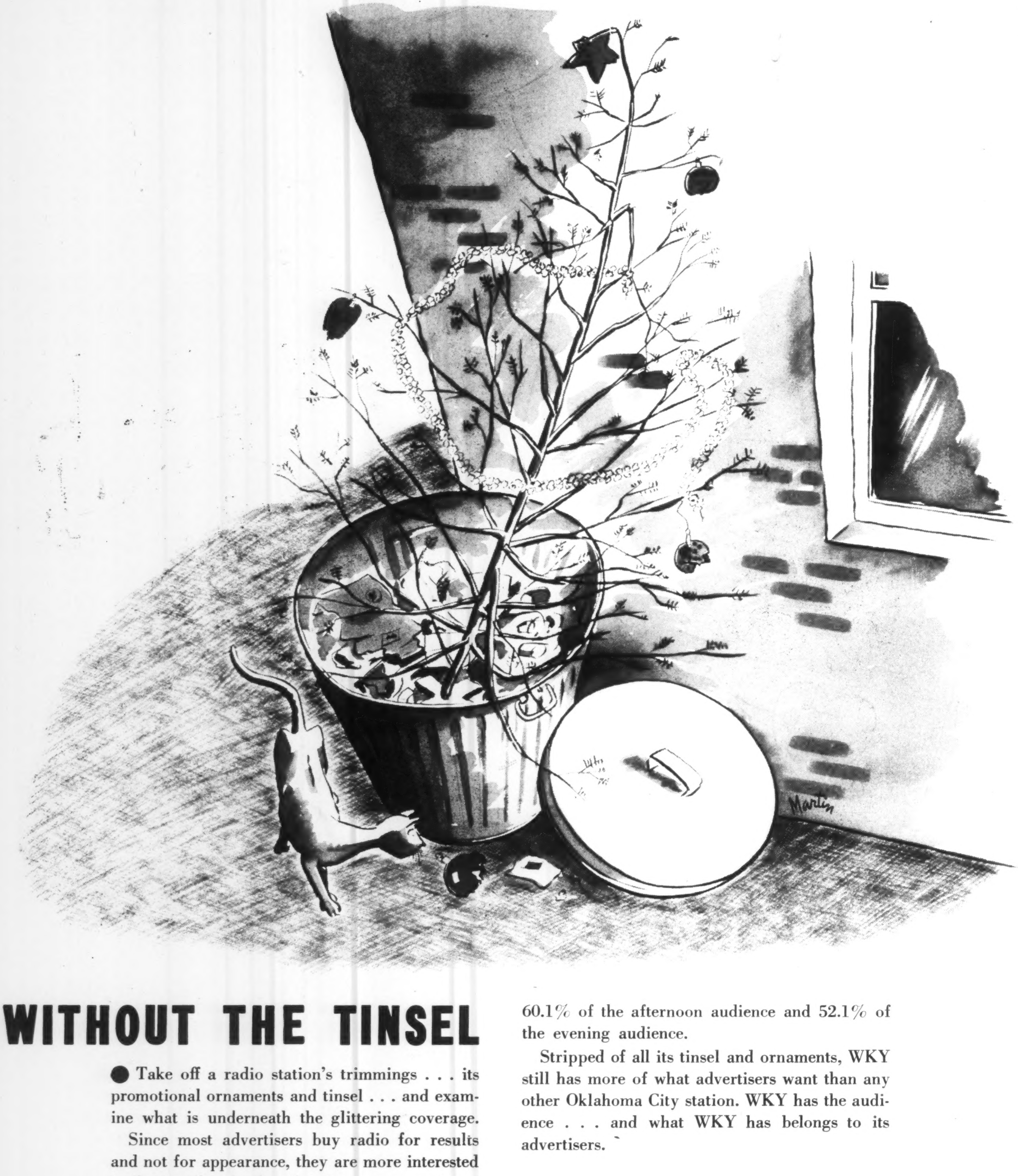
But no longer need we pretend not to hear that annoying fourth question. We now have the answer—in *facts*, not *theories*. We have the answer from a thorough and impartial survey, conducted by trained, professional investigators, employing the best approved methods.

Their findings are presented herewith.

Have you received your answer to *that troublesome fourth question?* There is now available an adequate and dependable study on rural listening habits in the "Heart of America." When one considers that 49% of the potential radio audience in the coverage area of Kansas City is *rural*, the importance of such a study cannot be emphasized too greatly. The findings of this survey verify the rural listeners' acceptance of KMBC's efforts to supply farm features as an important phase of this station's programming. *KMBC Service Farms*, operated by a full-time farm department, is just another, and the latest, example of this station's service to rural listeners. If you have not as yet received this twenty-page book, "Speaking From the Heart . . ." a copy will be sent, if you just say the word!

KMBC
OF KANSAS CITY

SINCE 1928 THE BASIC CBS STATION FOR MISSOURI AND KANSAS



WITHOUT THE TINSEL

● Take off a radio station's trimmings . . . its promotional ornaments and tinsel . . . and examine what is underneath the glittering coverage.

Since most advertisers buy radio for results and not for appearance, they are more interested in the tree than in the trimmings . . . more interested in the size of a station's audience than in the square mileage of its coverage.

That's why advertisers are particularly interested in WKY. WKY covers more of Oklahoma than any other Oklahoma City station. But WKY has the largest listening audience morning, afternoon and night, too. As Hooper measured it in Oklahoma City during October and November, WKY had 42.7% of the morning audience, 60.1% of the afternoon audience and 52.1% of the evening audience.

Stripped of all its tinsel and ornaments, WKY still has more of what advertisers want than any other Oklahoma City station. WKY has the audience . . . and what WKY has belongs to its advertisers.

WKY

OKLAHOMA CITY

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.
The Daily Oklahoman and Times - The Farmer-Stockman
KVOR, Colorado Springs - KLZ, Denver (Affiliated Mgmt.)
REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

PRINTED IN U.S.A.

ROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

43 YEAR BOOK

WARTIME NUMBER

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ROIT

90% PERSPIRATION
10% INSPIRATION
100% SUCCESS *in Time-Buying*

CAL research is absolutely essential
-buying. But it's not the whole story.

ne-buyer knows, *human elements* are
cisive factors in wise station-selection.
r all, the productivity of any station
t only upon how many people of
s *live* within its listening areas, but
w much they listen, and with what

element that cannot be captured in

P we maintain for you the most
sible statistical data on radio markets

and radio stations. *But we know the intangibles, too.* We know which stations are the *productive* stations in their markets, and the reasons why. We maintain five offices, a staff of sixteen good men, and travel thousands of miles every month, to keep this picture accurate and up-to-date.

Tell us the job you're trying to do with radio, and we believe you'll find that we can contribute to the success of your program. And that's not merely a long approach to the task of selling you. It's the way we've earned the right to prosper in the industry—the way we're continuing to build both our present and our future, here in this pioneer group of radio-station representatives.

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WJWC	CHICAGO-HAMMOND
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WKZO	KALAMAZOO-GRAND RAPIDS
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WINS	NEW YORK
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
... IOWA ...	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
... SOUTHEAST ...	
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
... SOUTHWEST ...	
KOB	ALBUQUERQUE
KOMA	OKLAHOMA CITY
KTUL	TULSA
... PACIFIC COAST ...	
KARM	FRESNO
KECA	LOS ANGELES
KOIN-KALE	PORTLAND
KROW	OAKLAND-SAN FRANCISCO
KIRO	SEATTLE

and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives
Since May, 1932

CHICAGO: *180 N. Michigan*
Franklin 6373

NEW YORK: *247 Park Ave.*
Plaza 5-4131

SAN FRANCISCO: *111 Sutter*
Sutter 4353

HOLLYWOOD: *1512 N. Gordon*
Gladstone 3949

ATLANTA: *322 Palmer Bldg.*
Main 5667

XUM

U.P.

THE WORLD'S

BEST COVERAGE

OF THE WORLD'S

BIGGEST NEWS

UNITED PRESS

THERE'S A *Leader* IN EVERY COMMUNITY

HE is either the initiator or chief endorser of every worthwhile project for local betterment. When people want something done, they give the job to a busy man, and he is the man. Then he in turn sells the project back to the people. It's essentially a selling job, and he puts the same intelligence and drive into the job that he gives to his own business. When he speaks he is listened to with respect because he is always associated with successful undertakings.

There are Yankee Network stations in 21 New England cities.

Each of these stations is like a leading citizen. It is called on to participate in every civic enterprise. When patriotic committees wish to get a message to the people quickly and forcefully, they turn to the local Yankee station.

Each station is thus closely identified with the civic life of the community.

Its part is essentially a selling job. And whether it is participating in a patriotic or local business promotion, it has earned the goodwill and respect of the community. It has the loyal listenership of that community, and this acceptance is a vital part of its sales influence in purely commercial broadcasts.

When you are making up your advertising schedule for this market, consider the long established acceptance of these 21 stations, that give you a sales grasp of all New England.

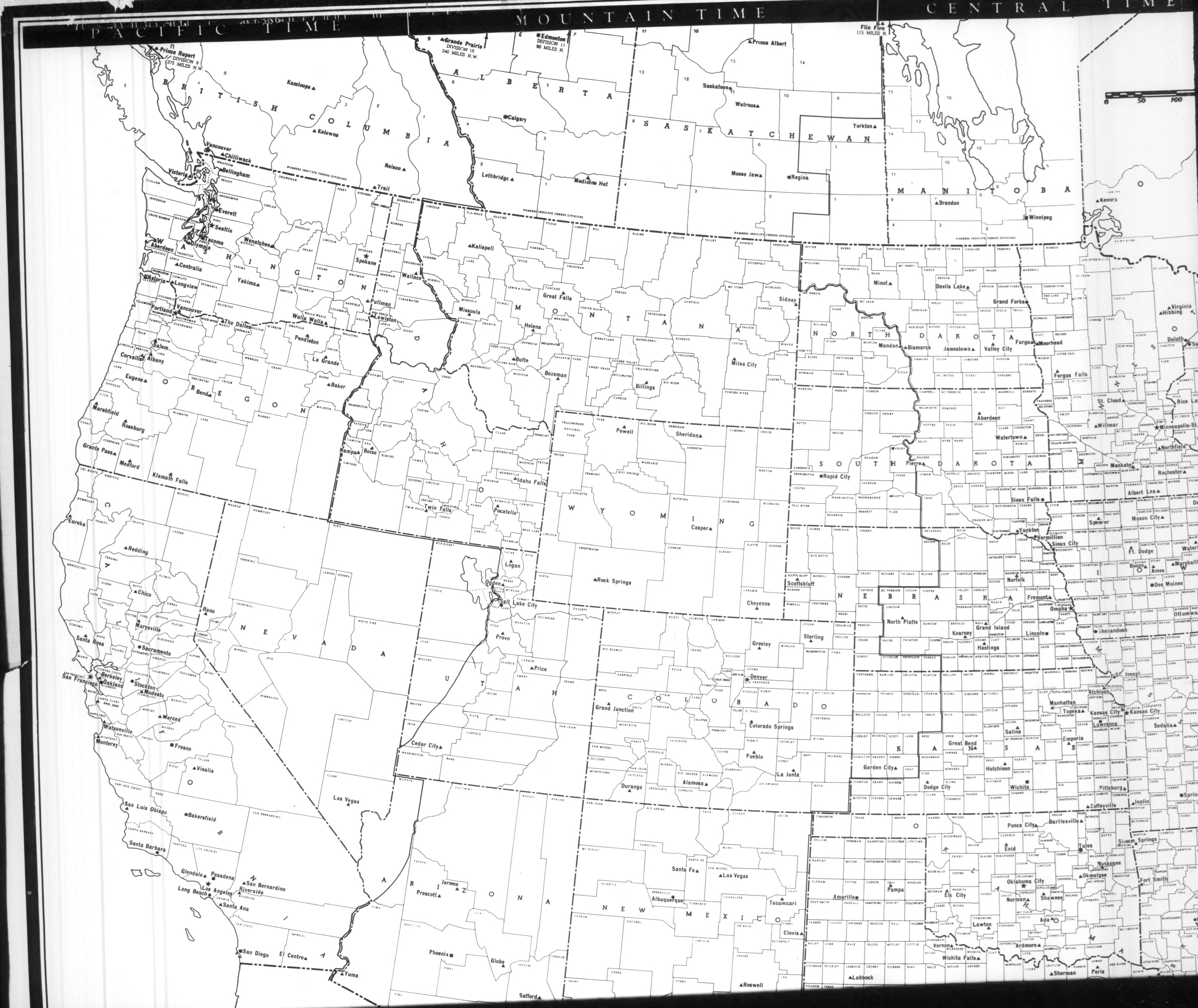
ACCEPTANCE
is
The
YANKEE
NETWORK'S
FOUNDATION

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON, MASS. EDWARD PETRY & CO., INC., *Exclusive National Sales Representative*

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.


PACIFIC TIME
MOUNTAIN TIME
CENTRAL TIME
Prince Rupert DIVISION 8 375 MILES N.W.
Grande Prairie DIVISION 15 240 MILES N.W.
Edmonton DIVISION 11 90 MILES N.
Flin Flon 115 MILES N.
BRITISH COLUMBIA
ALBERTA
SASKATCHEWAN
MANITOBA
NUMBERS INDICATE CENSUS DIVISIONS
Kamloops
Kelowna
Nelson
Trail
Vancouver
Chilliwack
Victoria
Bellingham
Calgary
Lethbridge
Medicine Hat
Prince Albert
Saskatoon
Watrous
Yorkton
Moose Jaw
Regina
Brandon
Winnipeg
Kenora
WASHINGTON
Everett
Seattle
Tacoma
Olympia
Aberdeen
Centralia
Wenatchee
Spokane
Yakima
Longview
Vancouver
Walla Walla
Pullman
Lewiston
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OREGON
Portland
The Dalles
Salem
Corvallis
Albany
Pendleton
La Grande
Baker
Eugene
Bend
Marshfield
Roseburg
Grants Pass
Medford
Klamath Falls
IDAHO
Boise
Nampa
Idaho Falls
Pocatello
Twin Falls
MONTANA
Kalispell
Missoula
Great Falls
Helena
Butte
Bozeman
Billings
Miles City
Sidney
WYOMING
Powell
Sheridan
Casper
Rock Springs
Cheyenne
NORTH DAKOTA
Minot
Devils Lake
Grand Forks
Mandan
Bismarck
Jamestown
Valley City
Fargo
Moorhead
SOUTH DAKOTA
Aberdeen
Watertown
Pierre
Rapid City
Sioux Falls
Yankton
Vermillion
NEBRASKA
Scottsbluff
North Platte
Norfolk
Fremont
Omaha
Grand Island
Kearney
Hastings
Lincoln
CALIFORNIA
Eureka
Redding
Chico
Marysville
Santa Rosa
Sacramento
San Francisco
Berkeley
Oakland
Stockton
Modesto
Merced
Watsonville
Monterey
Fresno
Visalia
San Luis Obispo
Bakersfield
Santa Barbara
Glendale
Pasadena
Los Angeles
Long Beach
San Bernardino
Riverside
Santa Ana
San Diego
El Centro
NEVADA
Reno
Las Vegas
UTAH
Logan
Ogden
Salt Lake City
Provo
Price
Cedar City
COLORADO
Sterling
Greeley
Denver
Grand Junction
Colorado Springs
Pueblo
La Junta
Durango
Alamosa
ARIZONA
Jerome
Prescott
Phoenix
Globe
Safford
Yuma
NEW MEXICO
Santa Fe
Las Vegas
Albuquerque
Tucumcari
Clovis
Roswell
KANSAS
Manhattan
Topeka
Salina
Great Bend
Garden City
Dodge City
Hutchison
Wichita
Emporia
Lawrence
Kansas City
Atchison
Pittsburg
Coffeyville
OKLAHOMA
Ponca City
Bartlesville
Enid
Tulsa
Muskogee
Okmulgee
Oklahoma City
Elk City
Norman
Shawnee
Lawton
Ada
Ardmore
TEXAS
Amarillo
Pampa
Vernon
Wichita Falls
Lubbock
Sherman
Paris
MINNESOTA
Virginia
Hibbing
Duluth
Fergus Falls
St. Cloud
Willmar
Minneapolis-St. Paul
Northfield
Mankato
Rochester
Albert Lea
IOWA
Spencer
Mason City
Sioux City
Ft. Dodge
Waterloo
Boone
Ames
Marshalltown
Des Moines
Ottumwa
Shenandoah
MISSOURI
St. Joseph
Kansas City
Sedalia
Joplin
Springfield
ARKANSAS
Siloam Springs
Fort Smith
Hot Springs
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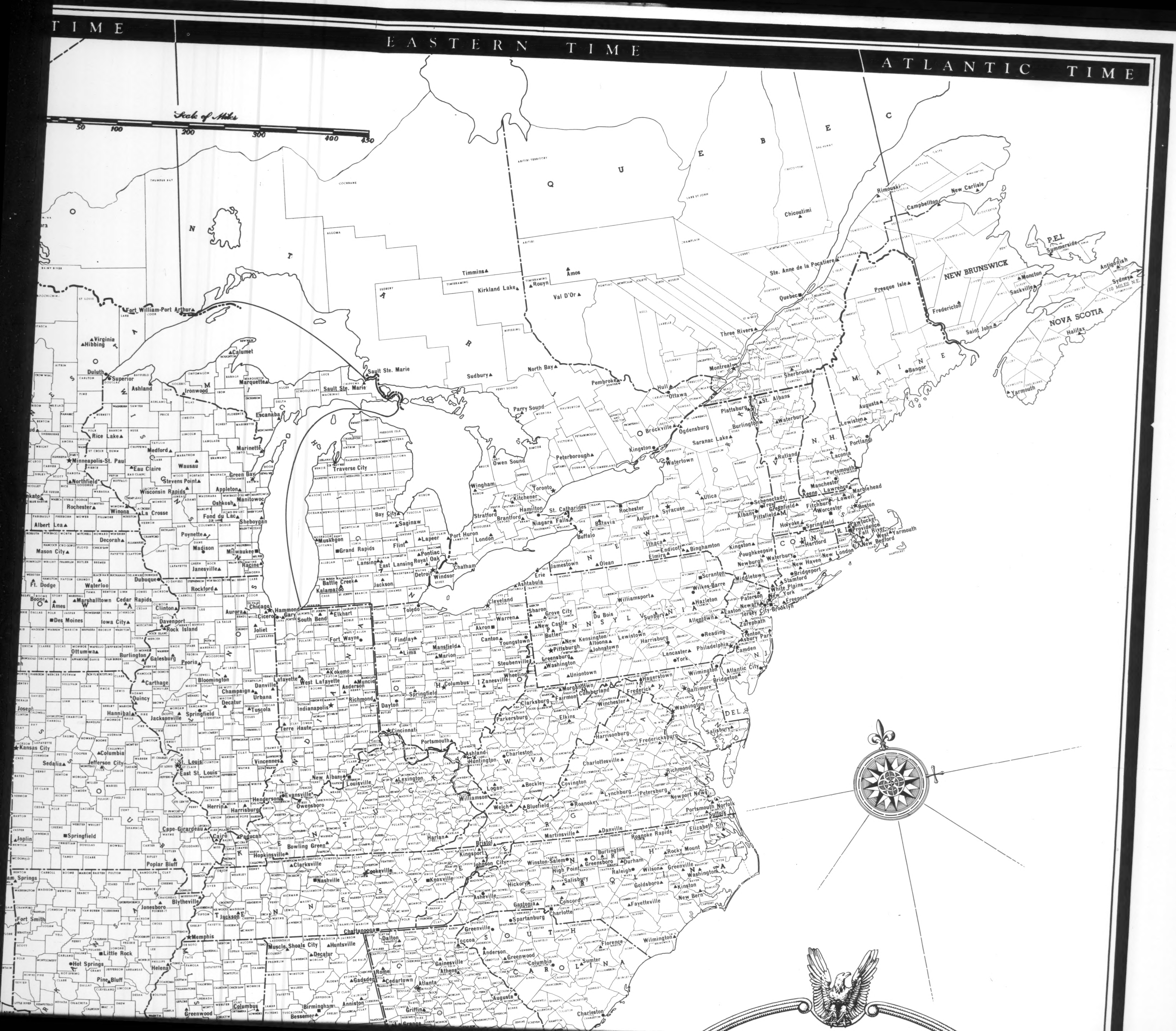
TIME
EASTERN TIME
ATLANTIC TIME
Scale of Miles
50
100
200
300
400
450
QUEBEC
ONTARIO
NEW BRUNSWICK
NOVA SCOTIA
P.E.I.
MAINE
N.H.
VT.
MASS.
R.I.
CONN.
NEW YORK
PENNSYLVANIA
N.J.
DEL.
MARYLAND
VIRGINIA
W. VA.
OHIO
INDIANA
ILLINOIS
MICHIGAN
WISCONSIN
MINNESOTA
IOWA
MISSOURI
KENTUCKY
TENNESSEE
NORTH CAROLINA
SOUTH CAROLINA
GEORGIA
ALABAMA
MISSISSIPPI
ARKANSAS
110 MILES N.E.
Sydney
Antigonish
Halifax
Yarmouth
Summerside
Moncton
Sackville
Saint John
Fredericton
Campbellton
New Carlisle
Rimouski
Chicoutimi
Ste. Anne de la Pocatiere
Quebec
Presque Isle
Three Rivers
Montreal
Sherbrooke
Bangor
Augusta
Lewiston
Portland
Timmins
Kirkland Lake
Rouyn
Amos
Val D'Or
Sudbury
North Bay
Pembroke
Hull
Ottawa
Parry Sound
Brockville
Ogdensburg
Kingston
Peterborough
Owen Sound
Toronto
Wingham
Kitchener
Hamilton
Stratford
Brantford
St. Catharines
Niagara Falls
Buffalo
London
Port Huron
Chatham
Windsor
Detroit
Fort William-Port Arthur
Sault Ste. Marie
Virginia
Hibbing
Duluth
Superior
Ashland
Ironwood
Marquette
Calumet
Escanaba
Marinette
Green Bay
Wausau
Rice Lake
Medford
Eau Claire
Stevens Point
Minneapolis-St. Paul
Northfield
Appleton
Wisconsin Rapids
Oshkosh
Manitowoc
Winona
La Crosse
Rochester
Fond du Lac
Sheboygan
Albert Lea
Mason City
Decorah
Poynette
Madison
Milwaukee
Racine
Janesville
Rockford
Dubuque
Waterloo
Ft. Dodge
Boone
Ames
Marshalltown
Cedar Rapids
Clinton
Davenport
Rock Island
Des Moines
Iowa City
Ottumwa
Burlington
Galesburg
Peoria
Chicago
Aurora
Cicero
Joliet
Hammond
Gary
South Bend
Elkhart
Toledo
Fort Wayne
Kalamazoo
Battle Creek
Jackson
Grand Rapids
Muskegon
Lansing
East Lansing
Flint
Pontiac
Royal Oak
Lapeer
Saginaw
Bay City
Traverse City
Carthage
Quincy
Hannibal
Bloomington
Champaign
Urbana
Danville
Decatur
Springfield
Jacksonville
Tuscola
Lafayette
West Lafayette
Kokomo
Muncie
Anderson
Richmond
Indianapolis
Terre Haute
Vincennes
Evansville
Owensboro
Henderson
Harrisburg
Herrin
St. Louis
East St. Louis
Kansas City
Joseph
Columbia
Jefferson City
Sedalia
Springfield
Joplin
Cape Girardeau
Cairo
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Gainesville
Athens
Atlanta
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Augusta
Toccoa
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Charlotte
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Greensboro
Burlington
Durham
Raleigh
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Goldsboro
Rocky Mount
Greenville
Washington
Kinston
New Bern
Fayetteville
Elizabeth City
Roanoke Rapids
Danville
Martinsville
Roanoke
Lynchburg
Covington
Petersburg
Richmond
Newport News
Portsmouth
Norfolk
Suffolk
Charlottesville
Fredericksburg
Harrisonburg
Winchester
Cumberland
Hagerstown
Frederick
Baltimore
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Salisbury
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Butler
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Washington
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Scranton
Jamestown
Olean
Elmira
Ithaca
Endicott
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Batavia
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Syracuse
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Watertown
Saranac Lake
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Burlington
St. Albans
Waterbury
Rutland
Schenectady
Troy
Albany
Pittsfield
Greenfield
Kingston
Poughkeepsie
Newburgh
Middletown
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Newark
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Springfield
Holyoke
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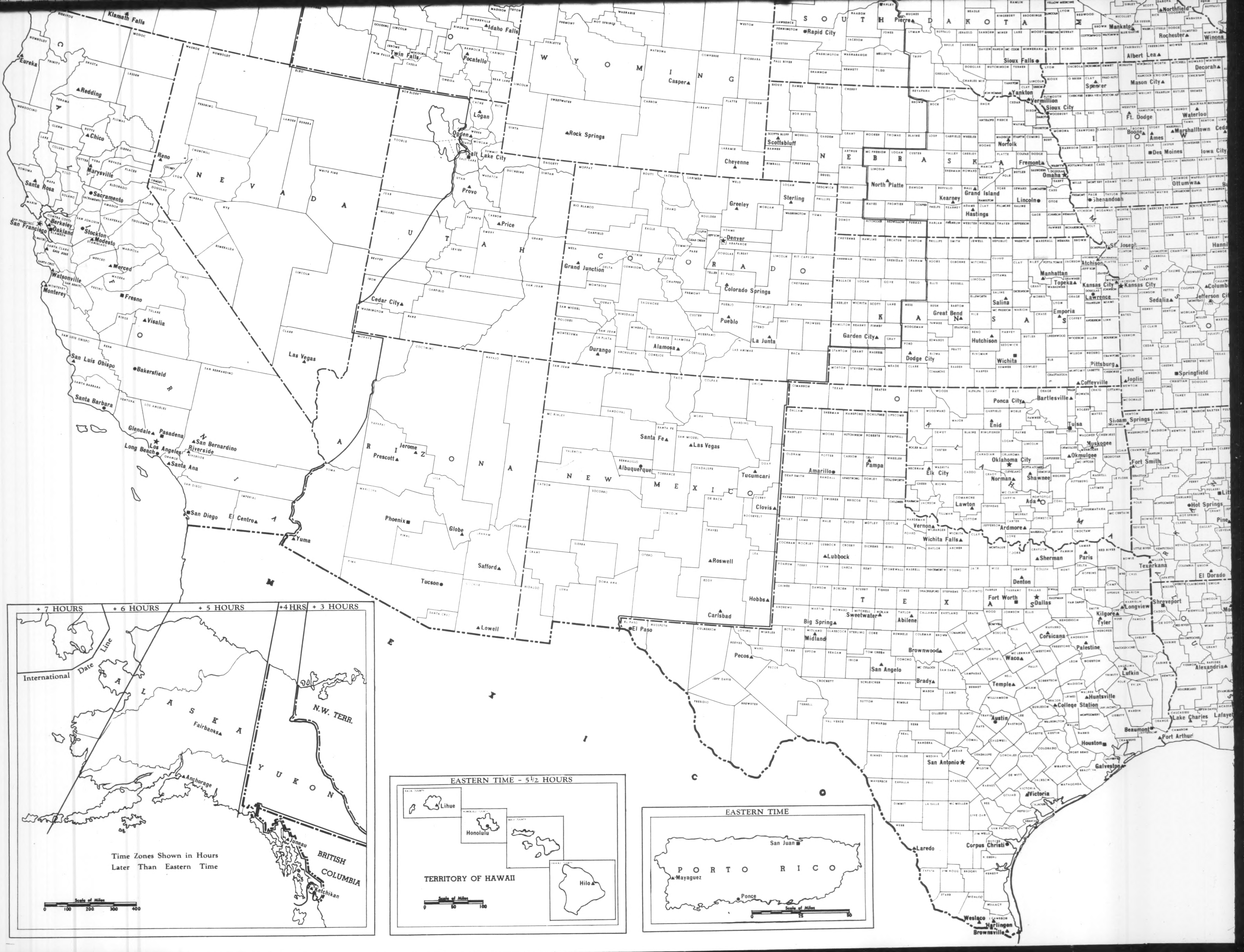
Keene
Manchester
Lawrence
Lowell
Laconia
Portsmouth
Marblehead
Boston
Pawtucket
Providence
Fall River
New Bedford
West Yarmouth

Greenwood
Columbus
Birmingham
Anniston
Bessemer
Griffin
Charleston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NEVADA
OREGON
IDAHO
UTAH
WYOMING
COLORADO
ARIZONA
NEW MEXICO
SOUTH DAKOTA
NEBRASKA
KANSAS
OKLAHOMA
TEXAS
MEXICO
Klamath Falls
Eureka
Redding
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Idaho Falls
Pocatello
Logan
Ogden
Salt Lake City
Provo
Price
Cedar City
Casper
Rock Springs
Cheyenne
Rapid City
Pierre
Scottsbluff
North Platte
Kearney
Grand Island
Hastings
Lincoln
Omaha
Norfolk
Fremont
Sioux Falls
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Greeley
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Colorado Springs
Pueblo
La Junta
Alamosa
Durango
Jerome
Prescott
Phoenix
Globe
Safford
Tucson
Lowell
Santa Fe
Las Vegas
Albuquerque
Tucumcari
Clovis
Roswell
Hobbs
Carlsbad
El Paso
Garden City
Dodge City
Great Bend
Salina
Hutchison
Wichita
Manhattan
Topeka
Lawrence
Emporia
Atchison
Kansas City
St. Joseph
Pittsburg
Coffeyville
Joplin
Springfield
Sedalia
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Columbia
Ponca City
Bartlesville
Enid
Tulsa
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Okmulgee
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Elk City
Norman
Shawnee
Ada
Lawton
Ardmore
Siloam Springs
Fort Smith
Hot Springs
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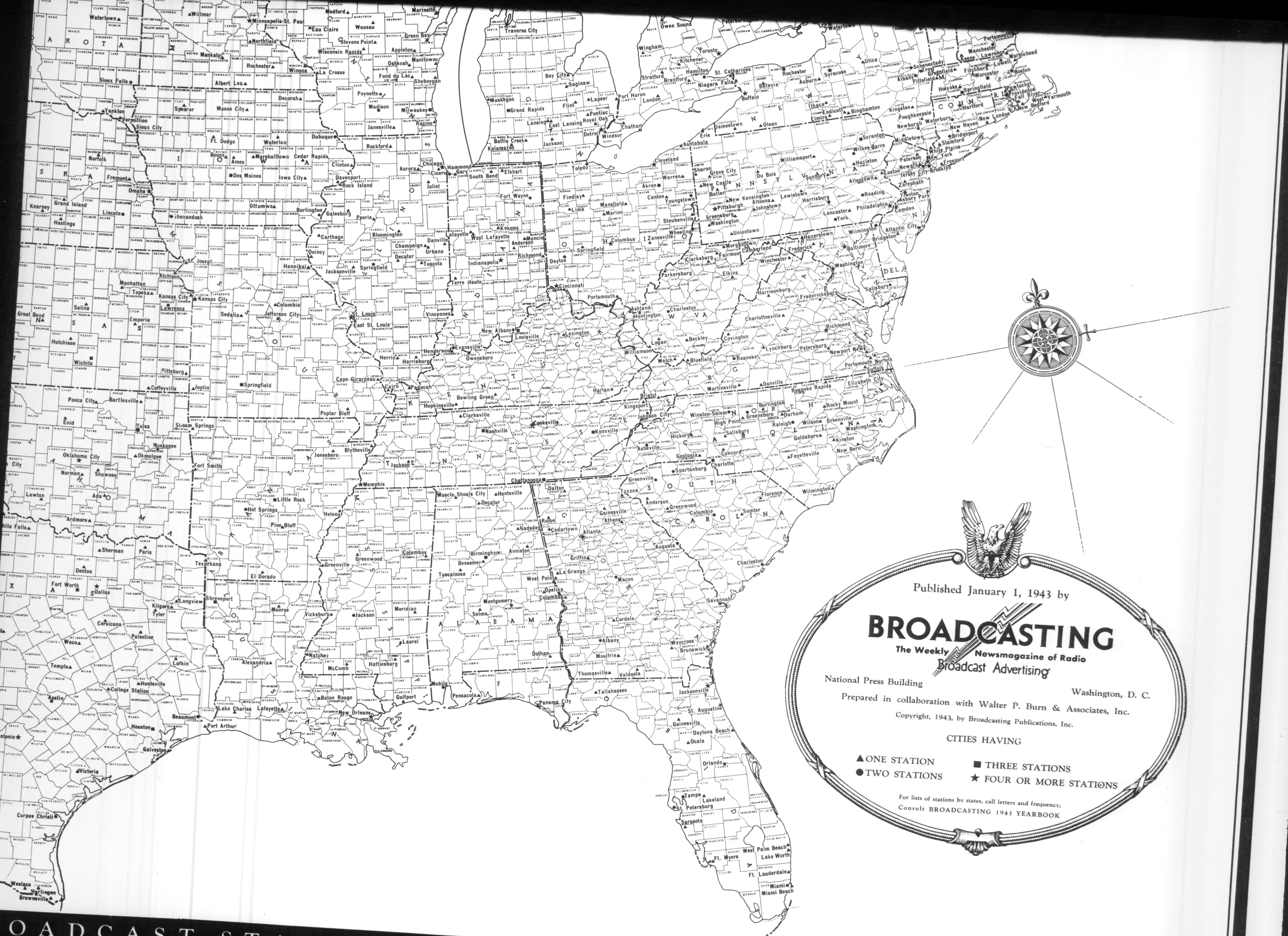
Amarillo
Pampa
Lubbock
Vernon
Wichita Falls
Sherman
Denton
Paris
Fort Worth
Dallas
Big Spring
Sweetwater
Abilene
Midland
Pecos
San Angelo
Brownwood
Brady
Waco
Temple
Corsicana
Palestine
Tyler
Kilgore
Longview
Shreveport
Lufkin
Alexandria
College Station
Huntsville
Austin
San Antonio
Houston
Beaumont
Port Arthur
Lake Charles
Galveston
Victoria
Corpus Christi
Laredo
Weslaco
Harlingen
Brownsville
Mankato
Northfield
Rochester
Winona
Albert Lea
Mason City
Decorah
Spencer
Ft. Dodge
Waterloo
Boone
Ames
Marshalltown
Des Moines
Iowa City
Ottumwa
Shenandoah
+ 7 HOURS
+ 6 HOURS
+ 5 HOURS
+ 4 HRS
+ 3 HOURS
International Date Line
ALASKA
Fairbanks
Anchorage
YUKON
N.W. TERR.
Juneau
Ketchikan
BRITISH COLUMBIA
Time Zones Shown in Hours Later Than Eastern Time
Scale of Miles
0 100 200 300 400
EASTERN TIME - 5 1/2 HOURS
Lihue
Honolulu
Hilo
TERRITORY OF HAWAII
Scale of Miles
0 50 100
EASTERN TIME
San Juan
PORTO RICO
Mayaguez
Ponce
Scale of Miles
0 25 50

CITIES WITH STANDARD RADIO BROADCAST ST



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Broadcast Advertising

National Press Building
Washington, D. C.

Prepared in collaboration with Walter P. Burn & Associates, Inc.

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CITIES HAVING

▲ ONE STATION
● TWO STATIONS
■ THREE STATIONS
★ FOUR OR MORE STATIONS

For lists of stations by states, call letters and frequency,
Consult BROADCASTING 1943 YEARBOOK

ROADCAST STATIONS-UNITED STATES AND CANADA

BASE MAP COPYRIGHT A. B. MUIRHEAD, INC.

ROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

43 YEAR BOOK

WARTIME NUMBER

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ROIT

90% PERSPIRATION
10% INSPIRATION
100% SUCCESS *in Time-Buying*

CAL research is absolutely essential
-buying. But it's not the whole story.

ne-buyer knows, *human elements* are
cisive factors in wise station-selection.
r all, the productivity of any station
t only upon how many people of
s *live* within its listening areas, but
ow much they listen, and with what

element that cannot be captured in

&P we maintain for you the most
sible statistical data on radio markets
and radio stations. *But we know the intangibles, too.* We know which stations are the *productive* stations in their markets, and the reasons why. We maintain five offices, a staff of sixteen good men, and travel thousands of miles every month, to keep this picture accurate and up-to-date.

Tell us the job you're trying to do with radio, and we believe you'll find that we can contribute to the success of your program. And that's not merely a long approach to the task of selling you. It's the way we've earned the right to prosper in the industry—the way we're continuing to build both our present and our future, here in this pioneer group of radio-station representatives.

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WJWC	CHICAGO-HAMMOND
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WKZO	KALAMAZOO-GRAND RAPIDS
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WINS	NEW YORK
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
... IOWA ...	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
... SOUTHEAST ...	
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
... SOUTHWEST ...	
KOB	ALBUQUERQUE
KOMA	OKLAHOMA CITY
KTUL	TULSA
... PACIFIC COAST ...	
KARM	FRESNO
KECA	LOS ANGELES
KOIN-KALE	PORTLAND
KROW	OAKLAND-SAN FRANCISCO
KIRO	SEATTLE

and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives
Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373

NEW YORK: *247 Park Ave.* Plaza 5-4131

SAN FRANCISCO: *111 Sutter* Sutter 4353

HOLLYWOOD: *1512 N. Gordon* Gladstone 3949

ATLANTA: *322 Palmer Bldg.* Main 5667

U.P.

THE WORLD'S

BEST COVERAGE

OF THE WORLD'S

BIGGEST NEWS

UNITED PRESS

TI

T

21

Publ

THERE'S A *Leader* IN EVERY COMMUNITY

HE is either the initiator or chief endorser of every worthwhile project for local betterment. When people want something done, they give the job to a busy man, and he is the man. Then he in turn sells the project back to the people. It's essentially a selling job, and he puts the same intelligence and drive into the job that he gives to his own business. When he speaks he is listened to with respect because he is always associated with successful undertakings.

There are Yankee Network stations in 21 New England cities.

Each of these stations is like a leading citizen. It is called on to participate in every civic enterprise. When patriotic committees wish to get a message to the people quickly and forcefully, they turn to the local Yankee station.

Each station is thus closely identified with the civic life of the community.

Its part is essentially a selling job. And whether it is participating in a patriotic or local business promotion, it has earned the goodwill and respect of the community. It has the loyal listenership of that community, and this acceptance is a vital part of its sales influence in purely commercial broadcasts.

When you are making up your advertising schedule for this market, consider the long established acceptance of these 21 stations, that give you a sales grasp of all New England.

ACCEPTANCE
is
The
YANKEE
NETWORK'S
FOUNDATION

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON, MASS.

EDWARD PETRY & CO., INC., *Exclusive National Sales Representative*

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

LOYALTY

With the same principles of service and policies as WLS Chicago, KOY and the Arizona Network (KTUC Tucson, KSUN Bisbee-Lowell) are doing a similar fine job in southern Arizona, in the wealthy agricultural and industrial counties of Arizona — the counties where 90% of the state's retail dollars are spent!

KOY, key station of the Arizona Network, received 200,000 letters in 1942. Nothing quite proves listening like letters from the audience. Then you *know* they listen — and respond. The Arizona Network has that kind of audience — responsive and *loyal.* Of course, it should; it's been "brought up" by the WLS folks, who have quite a record for building a loyal and responsive audience. And KOY and the Arizona Network also get the same kind of results! For proof of results, ask the John Blair man.

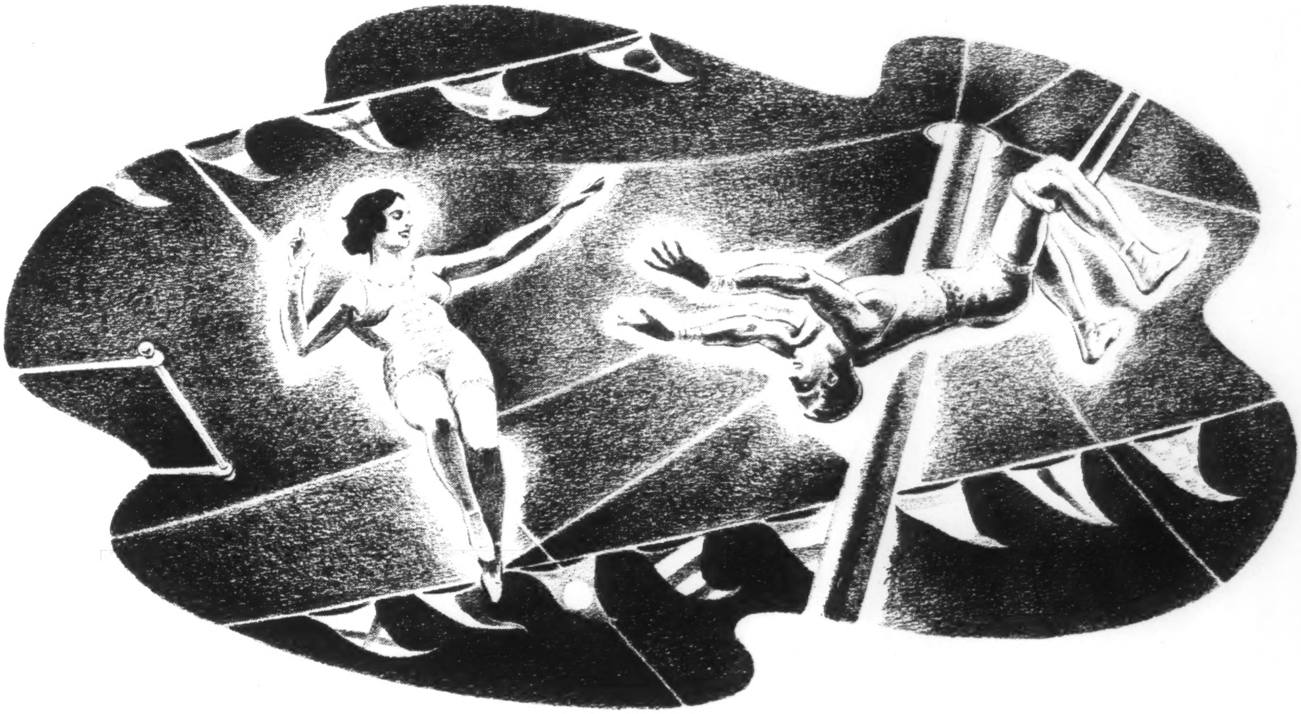
The Arizona Network

KSUN
Bisbee-Lowell
1230 Kilocycles
250 Watts

KOY
PHOENIX
550
KILOCYCLES

KTUC
TUCSON
1400 Kilocycles
250 Watts

MANAGEMENT-AFFILIATED WITH **WLS**, THE PRAIRIE FARMER STATION, CHICAGO—REPRESENTED BY JOHN BLAIR & COMPANY



CONFIDENCE

The aerialist lets go her flying trapeze — swings into space — completely confident that her partner will swing into position at the right moment.

The story of WLS and its listeners is comparable. WLS is a friendly station in which our listeners have complete confidence. Helpful service to listeners and their organizations is the backbone of our activities. For nineteen years, WLS has worked closely with the homes and farms of Midwest America. Well-balanced programs, practical and authoritative information, news, culture, spiritual guidance, and homespun entertainment. Commercial messages are carefully censored. Our deepest concern is maintaining listener confidence. And that confidence naturally extends to any product associated with our name.

WLS

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

REPRESENTED BY
JOHN BLAIR & COMPANY

CHICAGO

MANAGEMENT AFFILIATED WITH **KOY**, PHOENIX, AND THE ARIZONA NETWORK — **KOY** PHOENIX ★ **KTUC** TUCSON ★ **KSUN** BISBEE-LOWELL

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This is WIBW

"This is WIBW", says the head of a well-known agency who sent us this picture. "To me", he continues, "it typifies the friendly understanding that exists between you and your listeners.

"I used to be amazed at this relationship—the instant, whole-hearted response of your listeners. Then I visited WIBW and it was no longer a mystery.

"Throughout your entire organization, I **felt** the sincerity of your efforts to be a good neighbor . . . to render a real service . . . to make lasting friends throughout six states.

"And you **are** their friends. Sitting in homes hundreds of miles from Topeka, we tuned in your sharp, easily-heard 580 kc signal. I heard these every-day folks call each announcer and entertainer by his first name. I watched them accept sales messages as the personal recommendation of one friend to another.

"No wonder WIBW gets such consistent results for its advertisers. You have built an enviable personal relationship that makes you a part of the daily life of your listeners. Never let it escape."

We won't—WIBW.

WIBW **The Voice of Kansas in Topeka**

BEN LUDY—General Manager

Represented by Capper Publications, Inc.

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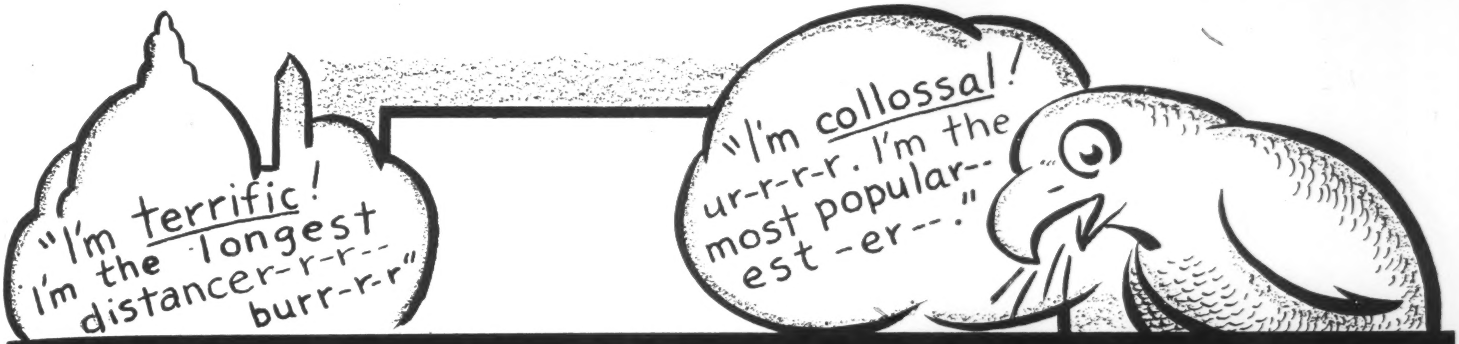
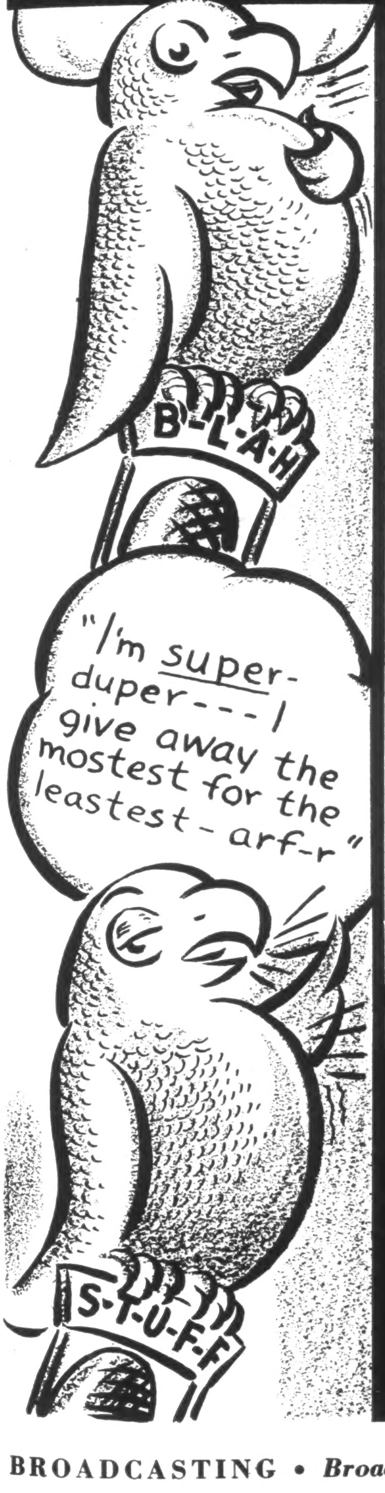

"I'm terrific! I'm the longest distancer-r-r-- burr-r-r"
"I'm collossal! ur-r-r-r. I'm the most popular--est -er--."

WE MAKE NO RIDICULOUS CLAIMS!


B-L-A-H
"I'm super-duper---I give away the mostest for the leastest-arf-r"
S-T-U-F-F

there's no "parrotting" at WINX . . . . we're not just "squawking" . . . . we can prove that :-

WINX . . .
broadcasts more NEWS,

WINX . . .
plays more MUSIC,

WINX . . .
has more *local* ADVERTISERS,

WINX . . .
has a *larger* sports AUDIENCE,

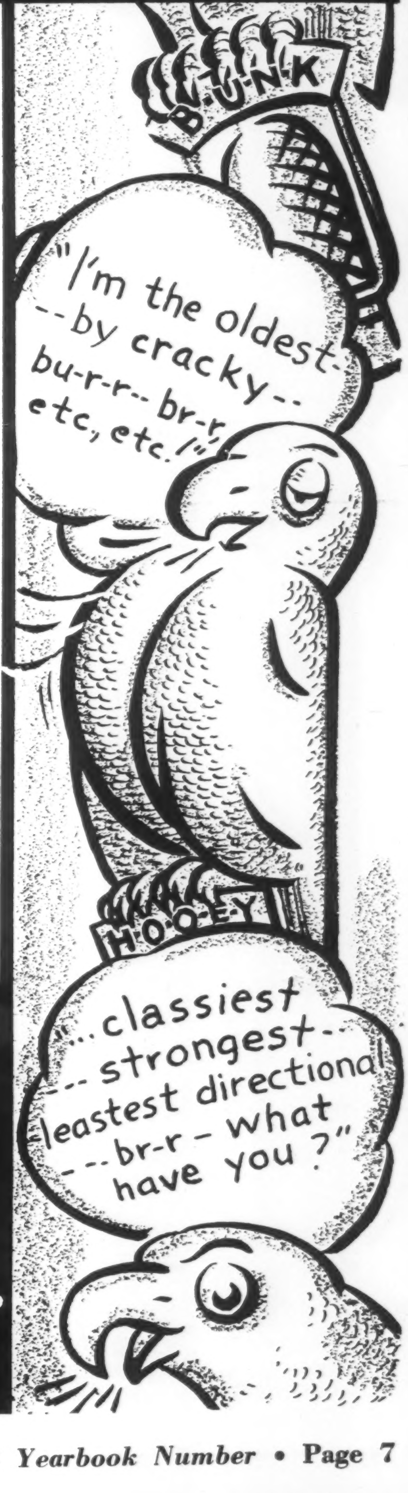
WINX . . .
is a *better* BUYdollar for dollar than any other station in Washington.

BE WISE, follow the advertising of the *local* merchant and you'll find the *market* on WINX, "the *FIRST* station with *plus* coverage in Washington."

"Washington's Own Station"

WINX
WASHINGTON, D.C.
★ 1340 KC ★

Representative:- *THE WALKER COMPANY*


B-U-N-K
"I'm the oldest--by cracky--bu-r-r--br-r, etc, etc."
H-O-O-E-Y
"...classiest--strongest--leastest directional--br-r - what have you?"

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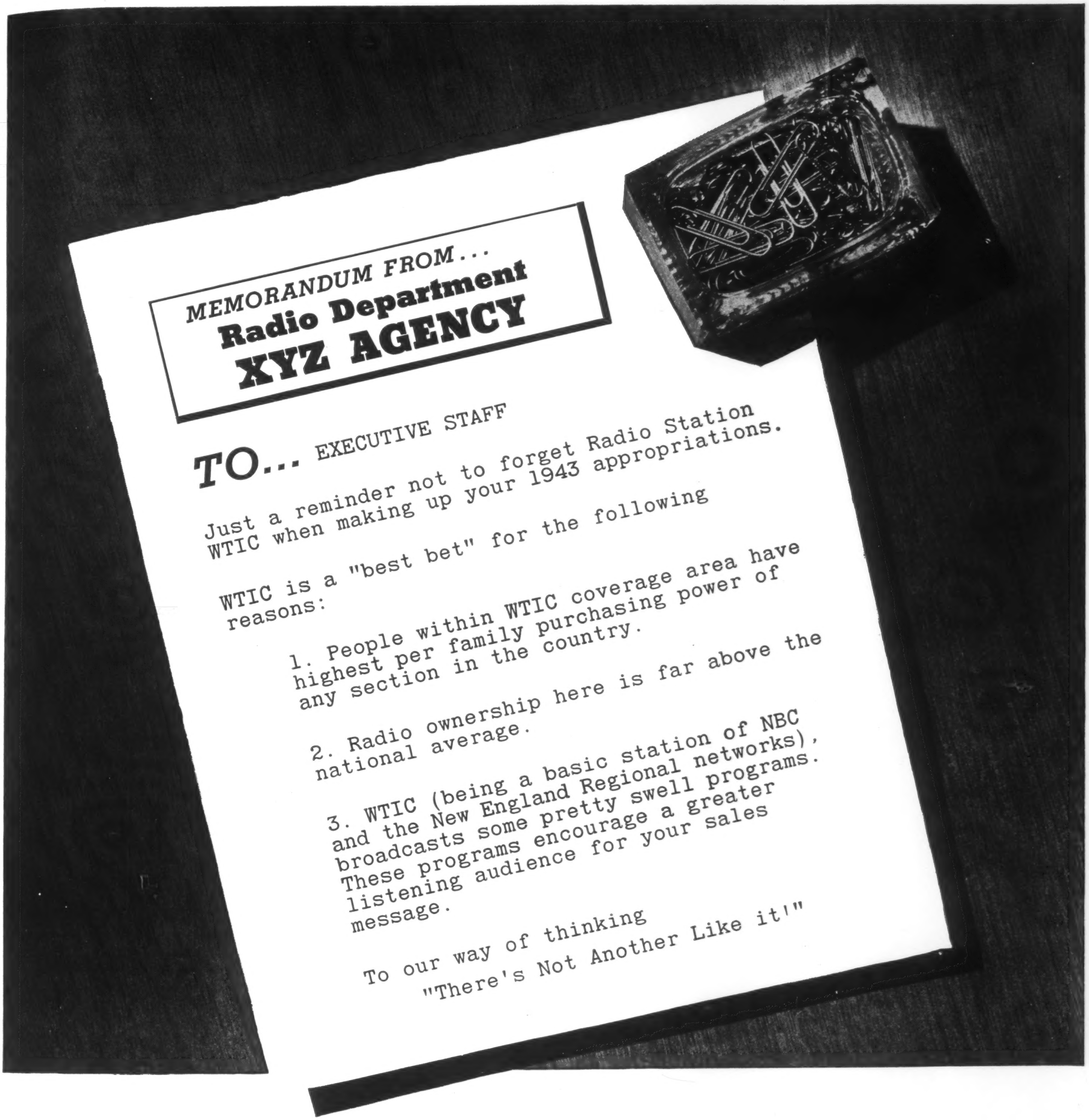
KSD

IN ST. LOUIS

A DISTINGUISHED
BROADCASTING STATION

Exclusive
NBC
BASIC
NETWORK

KSD Has a Greater Daytime Population Coverage Area Than Any Other St. Louis Station



MEMORANDUM FROM...

Radio Department

XYZ AGENCY

TO... EXECUTIVE STAFF

Just a reminder not to forget Radio Station WTIC when making up your 1943 appropriations.

WTIC is a "best bet" for the following reasons:

1. People within WTIC coverage area have highest per family purchasing power of any section in the country.

2. Radio ownership here is far above the national average.

3. WTIC (being a basic station of NBC and the New England Regional networks), broadcasts some pretty swell programs. These programs encourage a greater listening audience for your sales message.

To our way of thinking "There's Not Another Like it!"

WTIC

US 1

50,000 WATTS

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation

Member of NBC and New England Regional Network

Represented by WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood

What do THEY think of FM?

This new antenna by G. E., with circular bays, eliminates the usual complex, costly structure, yet radiates energy uniformly. It is an example of General Electric engineering leadership in FM equipment.

G.E. WENT TO THEM AND FOUND OUT!

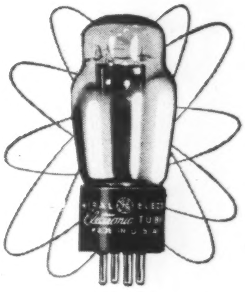
Among owners of frequency-modulation receivers, a large majority like the quality of FM reception. For example, 85 per cent say it is better than regular broadcast reception, and 91 per cent would recommend it to their friends!

These are facts and figures taken directly from a survey made for General Electric in 14 cities by an independent research organization. Among owners of General Electric FM receivers, the approval registered was even greater.

The research organization went directly to private homes for its findings. It sought and obtained answers from both FM and non-FM owners of high, medium, and low cost sets. The answers took on a pattern of telling significance.

Seventy-eight per cent of the non-FM owners rated virtual freedom from static and better tone quality as the outstanding FM advantages. Eighty per cent of FM owners emphasized these same advantages also.

Today G. E. is building FM transmitting and receiving equipment for war purposes only, with the same precision and skill that characterize all of its electronic devices. When peace comes, General Electric FM equipment will be more than ever the best that money can buy! . . . For detailed information on the FM survey, write for booklet, entitled "What the Consumer Thinks of FM," to Radio, Television, and Electronics Department, General Electric, Schenectady, N. Y.



FM Receivers • FM Broadcast Apparatus • FM Broadcasting • FM Police Radio • FM Military Radio

NO OTHER MANUFACTURER OFFERS SO MUCH FM EXPERIENCE

GENERAL ELECTRIC

FM

160-A2-6918

SONOVOX makes *sounds talk*—in words!

It has already put the "voices" of foghorns, locomotives, auto horns, airplanes *into words* for prominent radio advertisers—

—has *proven* its ability greatly to increase the effectiveness of radio for soap, railroads, automobiles, shoes, headache remedies, etc., etc.—

—and when used to increase the effectiveness of chain-breaks and one-minute announcements, Sonovox plugs have pulled literally thousands of *fan letters!*

Once heard, Talking and Singing Sound by Sonovox is never forgotten. Sonovox Slogans become *radio trade-marks,* as exclusive and as easily recognized as any *printed* trade-mark.

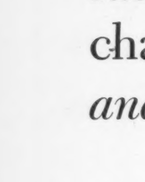
We can help you to devise dynamic Sonovox applications that will multiply the value of radio for *your* clients. You tell us your merchandising picture. We'll put it into *sounds and words that sell.* Drop us a line—today!

Janet Eberhart, Staff Articulator, demonstrating Sonovoz

WRIGHT-SONOVOX, INC.

"Talking and Singing Sound"

CHICAGO . . . . NEW YORK . . . . HOLLYWOOD



FREE & PETERS, INC., ***Exclusive National Representatives***

CHICAGO: *180 N. Michigan* Franklin 6373
NEW YORK: *247 Park Ave.* Plaza 5-4131
SAN FRANCISCO: *111 Sutter* Sutter 4353
HOLLYWOOD: *1512 N. Gordon* Gladstone 3949
ATLANTA: *322 Palmer Bldg.* Main 5667

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and
Broadcast Advertising
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Broadcast Advertising in 1942

IN SPITE of the uncertainties introduced into the advertising field by reason of wartime conditions, broadcast advertising volume continued to increase during 1942 and reached a new high of $191,000,000 net time sales according to estimates based upon preliminary information available at this time.[1] Since net time sales represent gross billings less frequency and promotional discounts, they are the gross receipts of the industry from the sale of time. It should be noted that net time sales, as used herein, are receipts before the deduction of agency commissions, agency commissions being considered to be an expense of sales.

Since in recent years net time sales have accounted for approximately 92% of the medium's revenues, it is quite probable that the total receipts of the radio industry from operations in 1942 were in the neighborhood of $199,000,000, although receipts from the sale of talent and miscellaneous income are extremely difficult to estimate. These receipts do not include *direct* expenditures for programs and talent—as contrasted to expenditures for time—made by advertisers. Since these probably run in the neighborhood of $40,000,000 to $45,000,000 annually, the total expenditures for American radio program service in 1942 probably were between $230,000,000 and $235,000,000.

Net time sales for various portions of the radio advertising medium were divided as shown in Table I.

Table I
RADIO NET TIME SALES 1941-1942

Class of Business	*1941*[1]	*% Total*	*1942 (Estimated)*	*% Total*
National network	$ 79,621.534	44.3%	$ 86,500,000	45.3%
Regional network	2,752,073	1.5%	3,000,000	1.6%
National & regional non-network	45.681.959	25.4%	49.500,000	25.9%
Local	51.697.651	28.8%	52.000,000	27.2%
Total net time sales	$179,753,217	100.0%	$191,000,000	100.0%

[1] Source of 1941 statistics: FCC reports.

Radio advertising volume increased 6.1% over the 1941 level during the year just closed. This was slightly less than half the rate of increase during 1941 over the preceding year.

Radio was the only medium to come through the first year of the war comparatively unscathed with regard to its economic position, all other media having experienced losses during the year. Newspaper advertising lineage decreased slightly more than 5% as compared to 1941, the heaviest declines taking place in automotive advertising which was cut by more than half. General advertising as a whole, however, gained approximately 1%. Monthly magazine volume dropped 10% as compared to 1941, advertising in women's magazines decreased approximately 5%, while advertising in weekly magazines fell off about 1.5%. Outdoor advertising decreased in the neighborhood of 18%.

Trends Within Medium

With the exception of weakness in the local sponsor field, gains on the part of various portions of the radio advertising medium were about equal. Net time sales of national networks rose approximately 8.5% above the 1941 level, while regional network advertising increased in the neighborhood of 9.0%. For the first time in several years the gain in national and regional non-network advertising was less than that in the national network field. Net time sales to national and regional non-network advertisers in 1942 were 8.1% above the 1941 level, as compared to an increase of 22.9% in 1941 as compared to the preceding year.

Local advertising in 1942 remained at approximately the 1941 level, rising no more than 0.5%. The weak showing in the local field undoubtedly has been due to dislocations of retail trade and of the service industries, as well as to the problems confronting smaller distributors, all of which constitute important segments of local radio advertising volume.

Official Count of U. S. Broadcasting Stations
(From records of FCC)

Jan. 1, 1922	30
March 1, 1923	556
Oct. 1, 1924	530
June 30, 1925	571
June 30, 1926	528
*Feb. 23, 1927	733
July 1, 1928	677
Nov. 9, 1929	618
July 1, 1930	612
July 1, 1931	612
Jan. 1, 1932	608
Jan. 1, 1933	610
†Jan. 1, 1934	591
Jan. 1, 1935	605
Jan. 1, 1936	632
Jan. 1, 1937	685
Jan. 1, 1938	721
Jan. 1, 1939	764
Jan. 1, 1940	814
Jan. 1, 1941	882
Jan. 1, 1942	923
Jan. 15, 1943	916

* *Federal Radio Commission takes over regulation from Dept. of Commerce.*

† *Federal Communications Commission replaced Federal Radio Commission July 11, 1934.*

By Class of Station

While limitations of sample do not permit detailed analysis of the trend as to radio advertising volume by class of station, nevertheless a number of trends seem to be reasonably clear. The majority of stations which are situated in primary and secondary markets of any importance seem to have continued to experience gains in net time sales volume. On the other hand, losses quite probably have been experienced by a large number of limited, day and part-time stations of the regional and local classes, as well as by unlimited time local stations situated in uneconomic markets. These marginal stations lead a continuously precarious existence and naturally are the first to suffer when advertising volume either begins to grow more slowly or to show an actual decline.

National non-network advertising seems to have grown relatively more rapidly over local unlimited time stations than over any other class during the past year, increasing between 10% and 15% as against 1941. Advertising by this type of sponsor seems to have increased between 7% and 10% over clear channel and regional unlimited time stations. Fairly heavy declines in national and regional non-network business probably have occurred in the case of many limited time, part-time and daytime regional and local stations.

Local advertising volume seems to have increased to a somewhat greater degree over clear-channel stations than over stations of any

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[1] Net time sales estimates have been based primarily upon data for representative stations, together with information secured from certain networks.

RETAIL RADIO SALES IN THE UNITED STATES, 1922 - 1942

(Compiled for the 1943 BROADCASTING YEARBOOK by O. H Caldwell, Editor of "Radio Retailing Today")

	Total Sets Sold		Total Tubes Sold		Auto Sets Sold		Total Sales of Broadcast Receivers, Tubes, Batteries, Parts	Homes with Radio Sets	Auto Sets in Use	Total Radio Sets in Use in U. S.
	Number	*Value*	*Number*	*Value*	*Number*	*Value*	*Value*	*Number*	*Number*	
1922	100,000	$5,000,000	1,000,000	$6,000,000	....	....	$60,000,000	60,000	....	†400,000
1923	550,000	15,000,000	4,500,000	12,000,000	....	....	136,000,000	1,000,000	....	†1,500,000
1924	1,500,000	100,000,000	12,000,000	36,000,000	....	....	358,000,000	2,500,000	....	3,000,000
1925	2,000,000	165,000,000	20,000,000	48,000,000	....	....	430,000,000	3,500,000	....	4,000,000
1926	1,750,000	200,000,000	30,000,000	58,000,000	....	....	506,000,000	5,000,000	....	5,000,000
1927	1,350,000	168,000,000	41,200,000	67,300,000	....	....	425,600,000	6,500,000	....	6,500,000
1928	3,281,000	400,000,000	50,200,000	110,250,000	....	....	690,550,000	7,500,000	....	8,500,000
1929	4,428,000	600,000,000	69,000,000	172,500,000	....	....	842,548,000	9,000,000	....	10,500,000
1930	3,827,800	300,000,000	52,000,000	119,600,000	34,000	$3,000,000	496,432,000	12,048,762	....	13,000,000
1931	3,420,000	225,000,000	53,000,000	69,550,000	108,000	5,940,000	300,000,000	14,000,000	100,000	15,000,000
1932	3,000,000	140,000,000	44,300,000	48,730,000	143,000	7,150,000	200,000,000	16,809,562	250,000	18,000,000
1933	3,806,000	230,099,000	59,000,000	49,000,000	724,000	28,598,000	300,000,000	20,402,369	500,000	22,000,000
1934	4,084,000	270,000,000	58,000,000	36,600,000	780,000	28,000,000	350,000,000	21,456,000	1,250,000	28,000,000
1935*	6,026,800	330,192,480	71,000,000	50,000,000	1,125,000	54,562,500	370,000,000	22,869,000	2,000,000	30,500,000
1936*	8,248,000	450,000,000	98,000,000	69,000,000	1,412,000	69,188,000	500,000,000	24,600,000	3,500,000	33,000,000
1937*	8,064,780	450,000,000	91,000,000	85,000,000	1,750,000	87,500,000	537,000,000	26,666,500	5,000,000	37,600,000
1938*	7,100,000	250,000,000	80,000,000	105,000,000	800,000	32,000,000	340,000,000	27,500,000	5,800,000	40,800,000
1939*	10,538,000	355,000,000	98,000,000	120,000,000	1,400,000	54,000,000	450,000,000	28,700,000	6,500,000	45,200,000
1940*	11,150,000	380,000,000	110,000,000	110,000,000	1,800,000	60,000,000	500,000,000	29,300,000	7,500,000	50,100,000
1941*	13,100,000	460,000,000	130,000,000	143,000,000	2,000,000	70,000,000	600,000,000	30,300,000	8,500,000	56,000,000
1942*	4,400,000	154,000,000	87,700,000	96,000,000	350,000	12,250,000	360,000,000	30,800,000	8,750,000	59,340,000

* Figures for sets include value of tubes in receivers. Totals include exports. In recent years, replacement tubes have run from 25% to 40% of total tube sales. All figures are at retail value.
† Includes home-built sets.

other class, although trends in this respect are not entirely clear at the present writing. Local sponsorship over unlimited time regional stations seems to have held its own, while there probably has been a slight decline in this type of business over local unlimited time stations. Declines probably again have been heavy in the case of limited and daytime stations.

Relative Importance

There has been little change in the relative importance of the various basic types of radio advertising. The proportion of total net time sales represented by national network advertising rose from 44.3% in 1941 to 45.3% in 1942. This is a usual concomitant of periods in which radio advertising growth slows up or declines, due to the greater stability of national network advertising sponsorship. The percentage of total net time sales represented by national and regional non-network advertising rose from 25.4% in 1941 to 25.9% in 1942, while that represented by local advertising declined from 28.8% to 27.2% over the same period.

Net Time Sales, 1937-1942

Net time sales over the last six years are set forth in Table II. On the basis of trends indicated in the table it would seem safe to assume that radio advertising volume in 1943 will be comparatively stable and that few important increases will occur during the year.

TABLE II
Total Radio Net Time Sales (1937-1942)

Year	*Net time sales*	*% Change from Previous yr.*
1937	$117,903,973	--
1938	117,379,459	— 0.4%
1939	129,968,026	+10.7%
1940	155,686,247	+19.7%
1941	179,753,217	+13.3%
1942	191,000,000 (Estimated)	+ 6.1%

Estimated Gross Billings

Estimated gross billings for the radio industry were $254,800,000 for 1942. The nature of *gross billings* should clearly be kept in mind; for these billings are a fictitious figure of use *only* in making quick comparisons with the advertising volume of other media and for the purpose of establishing trends as to the use of radio by various classes of industry and trade. Due to the great variations in discount structures between media — and even within the radio field itself—it usually is impossible to secure adequate net time and space sales figures. Consequently *gross billings* represent the one-time rate of periodicals or radio stations and networks multiplied by the number of times the medium is used. Obviously, therefore, no advertising medium ever receives its gross billings as dollar receipts; and it is incorrect to use these figures as a final measure of advertising volume. However, they are the best figures which are available during years prior to the biennial Census reports for the printing and publishing industry.

TABLE III
Estimated Gross Billings (1942)

Class of business	*Estimated gross billings*
National network	$118,200,000
Regional network	3,300,000
National & regional non-network	69,500,000
Local	63,800,000
Total gross billings	$254,800,000

National Network Advertising By Class of Business

Estimates of gross billings have been made even more difficult during the past two years by the fact that the National Broadcasting Company has discontinued issuing figures of this type. However, until the radio broadcasting industry revives some form of service which will make it possible for networks, stations, advertisers and agencies to determine the trend in the use of the radio medium by different classes of business, the following network estimates — inadequate as they are—will be the only guides available on this important phase of radio advertising. Estimated gross billings for national network advertising by type of sponsoring business for the year of 1942 are found in Table IV:

TABLE IV
Estimated National Network Gross Billings by Product Groups (1942)

Product group	*Gross billings*	*% total*
Automotive	$ 4,770,000	4.0%
Clothing & dry goods	954,000	0.8%
Confectionery & soft drinks	5,538,000	4.7%
Drugs & toilet goods	32,395,000	27.5%
Financial & insurance	1,120,000	0.9%
Foods & food beverages	26,204,000	22.1%
House furnishings & equipment	1,589,000	1.3%
Jewelry & silverware	299,000	0.2%
Petroleum products & fuel	3,256,000	2.7%
Publications	1,410,000	1.2%
Radios, phonographs, etc.	908,000	0.7%
Soaps & household supplies	13,961,000	11.8%
Tobacco products	18,176,000	15.4%
Travel & hotels	102,000	0.1%
Political	61,000	0.1%
Miscellaneous	7,457,000	6.5%
Total gross billings	$118,200,000	100.0%

Probably the most interesting item with regard to Table IV is the great stability shown by the principal network sponsors during the year of 1942. Cigars, cigarettes and smoking tobacco, drugs and toilet goods, foods and food beverages, and soaps and household supplies account for slightly more than three-quarters of national network radio advertising. As far as can be determined, the advertising of the two most important of these groups—food and the drug and cosmetic group—remained comparatively unchanged. Network gross billings of the drug and cosmetic group seem to have risen about 2% over the 1941 level, while those of the food group increased between 1.5% and 2.0%. Soaps and household equipment advertising over national networks seems to have remained unchanged in volume during the past year. Of the four groups mentioned above, only tobacco showed any material increase in national network expenditures, volume in this instance rising between 15% and 20%.

Automotive advertising over national networks increased about 15% during the year, probably due mainly to the increased use of the medium for good will and institutional purposes.

Confectionery and soft drink advertising showed one of the most important gains of all product groups, rising approximately one-third above the 1941 level. Publications advertising also rose in the neighborhood of one-third during the year.

National restrictions on non-essential driving for the purpose of conserving the nation's rubber supply were reflected in the marked decline of gasoline company advertising over the major networks. Advertising volume for this product group decreased about 45% from the 1941 level.

Network financial advertising probably increased 10%, while travel advertising, a comparatively minor item, rose about 15%. Jewelry and silverware advertising, on the other hand, dropped off about one-fifth. House furnishing and equipment advertising, reflecting limited stocks of consumers goods in this field, dropped off about one-fifth from the 1941 level.

Estimated gross billings for the radio industry as a whole, based upon calculations by Paul F. Peter, NAB director of research, and Dr. Herman S. Hettinger, for the period 1927-1941, and BROADCASTING's estimates for 1942 are in Table V:

TABLE V
Estimated Radio Gross Billings (1927-1942)

Year	*National Networks*	*Others*	*Total*
1927	$ 3,833,000	987,000	$4,820,000
1928	10,227,000	3,873,000	14,100,000
1929	19,196,000	7,604,000	26,800,000
1930	27,694,000	12,806,000	40,500,000
1931	37,502,000	18,498,000	56,000,000
1932	39,107,000	22,793,000	61,900,000
1933	31,516,000	25,484,000	57,000,000
1934	42,659,000	30,228,000	72,887,000
1935	49,315,000	38,209,000	87,524,000
1936	59,671,000	47,880,000	107,551,000
1937	68,828,000	75,314,000	144,142,000
1938	71,728,000	78,390,000	150,118,000
1939	83,114,000	88,000,000	171,114,000
1940	96,456,000	111,500,000	207,956,000
1941	106,900,000	130,700,000	237,600,000
1942	118,200,000	136,600,000	254,800,000

EDITOR'S NOTE: Dr. Herman S. Hettinger, associate professor of marketing, University of Pennsylvania, now on leave with the Office of War Information, has served as BROADCASTING'S *economist in the preparation of the Yearbook's annual analysis of broadcast advertising. This year, because of his Government work, he was not available for this assignment, but the methods employed by Dr. Hettinger since 1935, and which have shown a remarkable degree of accuracy, were used in projecting this analysis.*

December 7, 1941 to December 7, 1942 on CBS

In the first full year of America's participation in the war, the Columbia Broadcasting System communicated to the American people . . .

6,471 WAR PROGRAMS
3,723 WAR ANNOUNCEMENTS
4,158 WAR NEWS BROADCASTS...

...including such distinguished and special original war enterprise programs as:

THE Z

CALLING PAN-AMERICA

THE NATURE OF THE ENEMY

AN AMERICAN IN ENGLAND

REPORT TO THE NATION

LLO F

F.O.B. DETROIT

WOMANPOWE

MAN BEHIND THE GUN

THEY LIVE FOREVER

THE C

HELLO AMERICANS

SOLDIERS WITH WINGS

SPIRIT OF '42

Over 36% of total netw erat
hours were devoted e wa

22ND LETTER
FROM HAWAII
THE COMMANDOS
erating
e war effort !

APR 13 1943

"Listener reaction definitely indicates that Americans generally are beginning to realize that neither the United States nor the world can again be the same as before the war. The world can be worse or it can be better and radio will be expected and ready to do a lot to make it better. Radio is, therefore, pledged in a very practical sense to the ideals and hopes of our troops and our people.

"The skills which radio has now mobilized for the war were developed through the years of peacetime broadcasting under the competitive American system. It is a natural rather than a remarkable adaptation that has taken place. American radio is a great national asset in wartime in direct proportion to the inherent merits of the system in normal times. Competition has given the U.S. the largest single reservoir of trained radio personnel, equipment and know-how possessed by any one country. This is the unique accomplishment of a free radio in a free country."

From the annual statement of
William S. Paley, President

THE COLUMBIA BROADCASTING SYSTEM

National Networks' Gross Monthly Time Sales, 1927-1942

NATIONAL BROADCASTING COMPANY NETWORKS

	1927	1928	1929	1930	1931	1932	1933	1934	1935	1936	1937
January	$270,949	$651,015	$1,004,874	$1,418,979	$2,026,860	$2,635,447	$1,869,885	$2,391,667	$2,895,037	$2,681,815	$3,541,999
February	252,195	626,176	1,074,834	1,347,847	1,924,778	2,571,609	1,742,784	2,211,637	2,758,319	2,714,300	3,295,782
March	316,158	726,787	1,240,102	1,652,629	2,164,434	2,864,783	1,997,463	2,507,890	3,025,308	3,037,873	3,614,283
April	273,209	674,354	1,173,922	1,574,523	2,195,880	2,649,892	1,690,177	2,373,890	2,682,143	2,741,928	3,277,837
May	257,981	701,029	1,192,930	1,731,409	2,101,525	2,305,448	1,662,887	2,475,173	2,685,211	2,561,720	3,214,819
June	241,930	609,566	1,014,361	1,509,224	1,931,155	2,081,466	1,512,139	2,177,857	2,380,845	2,323,456	3,003,387
July	228,666	575,333	1,014,037	1,692,680	2,027,975	1,825,433	1,370,993	1,864,420	2,208,935	2,429,983	2,707,450
August	195,143	596,200	1,029,950	1,612,284	1,892,427	1,745,338	1,407,843	1,735,555	2,021,366	2,422,431	2,784,977
September	264,725	660,740	1,234,196	1,648,581	1,951,326	1,807,795	1,555,606	1,860,166	2,163,317	2,886,637	2,850,581
October	368,111	1,101,411	1,483,284	1,972,414	2,318,091	2,063,273	2,130,046	2,775,431	2,779,557	3,696,489	3,339,739
November	491,711	964,864	1,413,961	1,890,532	2,475,905	1,953,953	2,188,342	2,683,494	2,655,100	3,468,728	3,381,346
December	599,232	892,858	1,433,931	2,037,785	2,596,185	2,000,454	2,324,567	2,776,436	2,893,793	3,558,590	3,639,086
Total	**$3,760,010**	**$8,780,333**	**$14,310,382**	**$20,088,887**	**$25,607,041**	**$26,504,891**	**$21,452,732**	**$27,833,616**	**$31,148,931**	**$34,523,950**	**$38,651,286**

COLUMBIA BROADCASTING SYSTEM

	1927	1928	1929	1930	1931	1932	1933	1934	1935	1936	1937
January	....	$92,736	$274,324	$644,685	$692,114	$1,348,842	$941,465	$1,405,958	$1,768,949	$1,901,023	$2,378,620
February	....	99,837	322,355	592,943	750,621	1,319,414	884,977	1,387,823	1,654,461	1,909,146	2,264,317
March	....	98,492	400,872	726,093	1,110,526	1,436,050	1,016,102	1,524,904	1,829,553	2,172,382	2,559,716
April	....	138,891	407,695	705,442	1,076,103	1,354,592	775,487	1,371,601	1,615,389	1,950,939	2,563,478
May	....	84,280	400,537	642,782	1,065,352	1,326,994	624,256	1,255,887	1,287,455	1,749,517	2,560,558
June	....	78,400	319,413	592,248	1,057,230	915,830	553,056	925,939	1,066,729	1,502,768	2,476,576
July	....	72,800	322,171	431,428	877,366	591,183	445,414	630,290	910,470	1,292,775	1,988,412
August	....	89,600	325,040	392,673	774,518	540,342	499,638	513,315	879,019	1,232,588	1,955,280
September	....	119,336	395,290	535,760	947,138	685,156	547,203	700,491	1,086,900	1,838,932	2,028,585
October	....	158,368	503,753	792,833	1,099,717	972,358	1,125,793	1,752,601	1,930,512	2,754,808	2,505,485
November	....	200,032	535,355	775,394	1,247,248	1,105,895	1,277,459	1,682,959	1,722,390	2,429,917	2,654,473
December	$72,500	214,536	579,176	772,922	1,197,106	1,005,229	1,372,716	1,674,087	1,885,977	2,433,353	2,786,618
Total	**$72,500**	**$1,447,308**	**$4,785,981**	**$7,605,203**	**$11,895,039**	**$12,601,885**	**$10,063,566**	**$14,825,845**	**$17,637,804**	**$23,168,148**	**$28,722,118**

MUTUAL BROADCASTING SYSTEM

	1935	1936	1937	1938	1939	1940	1941	1942
January	....	$157,721	$140,769	$269,894	$315,078	$317,729	$505,260	$1,024,511.74
February	....	162,358	154,344	253,250	276,605	337,649	442,170	938,185.39
March	....	191,487	170,511	232,877	306,976	390,813	513,780	1,053,444.35
April	....	139,936	139,106	189,545	262,626	363,468	480,220	904,845.13
May	....	129,090	100,154	194,201	234,764	322,186	503,929	748,744.64
June	....	104,512	75,024	202,412	228,186	299,478	534,513	665,372.17
July	....	109,562	64,662	167,108	216,583	235,182	512,745	531,305.41
August	....	122,066	66,354	164,626	205,410	227,865	532,053	518,226.36
September	....	168,925	91,608	200,342	210,589	283,463	529,015	707,283.54
October	$180,374	271,629	147,714	347,771	428,221	784,676	839,824	772,221.29
November	173,411	227,545	157,661	360,929	327,045	627,562	958,938	910,167.60
December	175,301	193,496	147,163	337,369	317,699	576,983	948,493	861,814.87
Total	**$529,086**	**$1,979,146**	**$1,455,070**	**$2,920,324**	**$3,329,782**	**$4,767,054**	**$7,300,955**	**$9,636,122.49**

5,000 Watts
Day and Night
In the DETROIT AREA at 800 kc... You Need this Low-Cost COVERAGE
MUTUAL BROADCASTING SYSTEM
CKLW

NATIONAL BROADCASTING COMPANY—RED*

	1938	1939	1940	1941*	1942*
January	$2,728,232	$3,211,161	$3,496,393	....	....
February	2,591,223	2,957,258	3,226,983	....	....
March	2,828,777	3,297,992	3,338,440	....	....
April	2,544,810	2,879,571	3,128,685	....	....
May	2,697,492	3,025,538	3,216,940	....	....
June	2,555,517	2,759,917	2,919,405	....	....
July	2,377,065	2,713,798	3,141,902	....	....
August	2,366,851	2,737,926	3,072,338	....	....
September	2,387,958	2,750,688	3,132,005	....	....
October	2,872,588	3,446,134	3,842,195	....	....
November	2,948,854	3,402,370	3,653,135	....	....
December	2,928,181	3,400,383	3,786,901	....	....
Total	**$31 827,548**	**$36,600,736**	**$39,955,322**	....	....

* Due to a change in policy 1941 and 1942 figures were not released by NBC. Red Network designation dropped in 1942.

BLUE NETWORK COMPANY

	1938	1939	1940	1941	1942†
January	$1,065,284	$822,739	$908,815	$1,224,362	$1,323,355
February	906,830	773,437	905,101	1,154,682	1,162,046
March	978,054	872,860	965,904	1,231,238	1,339,044
April	765,695	681,413	912,833	987,061	1,137,724
May	716,708	676,564	817,682	961,117	1,241,301
June	645,052	622,487	722,695	913,118	1,111,092
July	581,645	569,757	688,536	854,623	1,087,309
August	574,248	574,644	665,924	794,883	953,103
September	591,283	564,619	747,774	798,303	1,106,349
October	901,376	773,119	1,203,499	1,171,955	1,692,309
November	950,065	832,614	1,045,943	1,304,451	1,713,994
December	958,891	879,365	1,122,972	1,462,376	1,914,867
Total	**$9,635,131**	**$8,643,618**	**$10,707,678**	**$12,858,169**	**$15,782,493**

† Separated from NBC in 1942.

COLUMBIA BROADCASTING SYSTEM

	1938	1939	1940	1941	1942
January	$2,879,945	$2,674,057	$3,575,946	$3,909,638	$3,930,385
February	2,680,335	2,541,542	3,330,627	3,502,557	3,603,600
March	3,034,317	2,925,684	3,513,170	3,928,902	3,974,041
April	2,424,180	2,854,026	3,322,689	3,891,422	3,723,961
May	2,442,283	3,097,484	3,570,727	3,825,466	3,680,745
June	2,121,495	2,860,180	3,144,213	3,706,989	3,690,501
July	1,367,357	2,311,953	3,071,398	3,498,594	3,492,732
August	1,423,865	2,341,636	2,875,657	3,414,820	3,454,329
September	1,601,755	2,563,132	3,109,863	3,527,262	3,752,621
October	2,387,395	3,366,654	4,001,492	3,898,979	4,023,569
November	2,453,410	3,474,163	3,689,778	3,708,095	4,149,843
December	2,529,060	3,529,154	3,819,989	3,771,654	4,296,798
Total	**$27,345,397**	**$34,539,665**	**$41,025,549**	**$44,584,378**	**$45,593,125**

YOUR BEST BUY IN SYRACUSE...

HERE'S WHY—

✓ The only NBC station in Syracuse and Central New York.

✓ Program leadership—both local and national.

✓ 570 Kc—first on the dial—a clear signal to more than a billion and a half buying income.

✓ Complete merchandising service.

✓ Big local names plus 16 out of top 20 national programs.

✓ Greater coverage—every check shows WSYR has more listeners. The primary listening area includes 24 of the most prosperous, populous counties in New York State.

For facts and detailed information—write or wire today!
H. C. WILDER, PRES.

REPRESENTED BY RAYMER

WSYR

Syracuse, N. Y.

5000 Watts
at 570 kc.

"The Perfect Combination"

★

BASIC
NBC RED

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

WTRY
TROY, N. Y.
1000 Watts
980 kc.

TRIPLE COVERAGE *where it Counts...*

In the Tri-City Area TROY—ALBANY—SCHENECTADY

★ ★ ★ ★

H. C. WILDER
PRES.

•

REPRESENTED
BY
RAYMER

HOW COME? WELL—

WTRY blankets Troy, Albany, Schenectady.

WTRY serves the nation's 27th largest metropolitan district with an annual buying income of $850,511,000.

WTRY gives you lowest cost per listener—according to advertisers it's a clear first in economy.

WTRY is the **only** Basic Blue Network Station covering Eastern New York.

WTRY gives you three cities for the price of one!

THE ONLY BASIC BLUE STATION *in Eastern New York*

Major Networks' Gross Billings by Advertisers: 1942

[For details and agency placements, see pages 168-191]

Blue Billings by Clients

Sterling Products — Good Will Hour, $585.306; Manhattan at Midnight, $338,800; American Melody, $78,410; Merry-Go-Round, $78,534; Orphans & Second Husband, $315,252; Amanda of Honeymoon moon Hill, $314,352.	$ 1,710,654.00
American Home Products Corp. — Easy Aces, $414,997; Just Plain Bill, $313.996; John's Other Wife, $313,996; Mr. Keen, Tracer of Lost Persons, $410,843.	1,453,832.00
Miles Laboratories	1,277,917.00
Ford Motor Co.	1,012,626.00
General Mills	843,352.00
Coca Cola Co.	822,874.00
Sun Oil Co.	786.928.00
Carter Products Inc.	578,191.00
Andrew Jergens Co.	541,488.00
Swift & Co.	504,205.00
Bristol-Myers Co.	405.805.00
J. B. Williams & Co.	351,036.00
Socony-Vacuum Oil Co.	347,278.00
General Foods	317,138.00
Williamson Candy Co.	305.544.00
Ralston-Purina Co.	267,816.00
Pepsi-Cola Co.	242,130.00
Dr. Earle S. Sloane Inc.	217,314.00
Wheeling Steel Co.	208.888.00
R. J. Reynolds Tobacco Co.	203,786.00
Standard Brands	194,436.00
American Cigarette & Cigar Co.	192,042.00
Time Inc.	181.232.00
Hall Bros.	176,725.00
Texas Co.	174.850.00
P. Ballantine & Sons	159,708.00
The Wander Co.	157.114.00
P. Lorillard Co.	131,592.00
Adam Hats Inc.	122,290.00
Cream of Wheat Corp.	114,622.00
Pillsbury Flour Mills Co.	114.216.00
Trimount Clothing Co.	107,062.00
Serutan Co.	103,016.00
Ontario Travel Bureau	102,672.00
Ex-Lax Inc.	100.041.00
Welch Grape Juice Co.	96,848.00
Pan American Coffee Bureau	95,520.00
Langendorf United Bakeries, Inc.	88,697.00
D. L. Clark Co.	73.407.00
Neighbors of Woodcraft	61,656.00
Mail Pouch Tobacco Co.	60,687.00
Minneapolis Honeywell Regulator Co.	56,796.00
Lance Inc.	50,039.00
Acme White Lead & Color Works	48.612.00
Modern Foods Process Co.	48.597.00
Hecker Products Co.	48,012.00
C. F. Mueller Co.	46,824.00
Canada Dry Ginger Ale Inc.	42,360.00
Sherwin-Williams Co.	40.427.00
Loew's Inc.	38,755.00
Smith Bros.	35,226.00
Mennen Co.	33,252.00
Political	29,584.00
Tide Water Associated Oil Co.	29,300.00
Skinner & Eddy Corp.	24.844.00
Northwestern Yeast Co.	18,967.00
Gillette Safety Razor Co.	17.662.00
Paramount Pictures Inc.	14,288.00
Wilson Milk Co.	13.644.00
Joseph Tetley & Co.	11,748.00
A. S. Boyle Co.	10,482.00
Council for Candy as Food in Wartime	10,279.00
Sea Side Oil Co.	8,206.00
A. Schrader's Sons	7,130.00
Higgins Industries	6,284.00
Scoville Mfg. Co.	6,170.00
Autocar Co.	5,676.00
Nestle's Milk Products Inc.	5,569.00
Libby, McNeill & Libby	5,262.00
White Motor Co.	5,211.00
Pacquin Inc.	5.148.00
Bauer & Black	4,908.00
Photo-Developing Co. Inc.	4.644.00
Fisher Flouring Mills	4,585.00
Babcock & Wilcox	4,373.00
Independent Lock Co.	4,200.00
Austin Studios	4,117.00
Kerr Glass Mfg. Corp.	4,101.00
Chlorine Solutions Inc.	4,038.00
Gilbert & Barker Mfg. Co.	3,881.00
Electric Boat Corp.	3,338.00
Jenkins Bros.	2,591.00
Washington Cooperative Egg & Poultry Assn.	2,549.00
Sales Builders Inc.	1,364.00
Calavo Growers of Cal.	1,026.00
L. B. Laboratories	684.00
Doubleday-Doran & Co.	340.00
Cramerton Mills	165.00
Total	$15,782,493.00

Note: Foregoing expenditure figures are based on gross card rates and do not include any allowance for agency commissions, weekly discounts or rebates.

CBS Billings by Clients

Lever Bros. Co.	$ 4,226,550.00
General Foods Corp.	4,223,395.00
Procter & Gamble Co.	3,087,534.00
Campbell Soup Co.	2.858,829.00
Wm. Wrigley Jr.	2,462,069.00
R. J. Reynolds Tobacco Co.	1,779,100.00
Colgate-Palmolive-Peet Co.	1,697.460.00
Liggett & Myers Tobacco Co.	1,472,639.00
Sterling Products Inc.	1,469,634.00
American Products Corp.	1,367,079.00
Philip Morris & Co. Ltd. Inc.	1,282,281.00
General Mills, Inc.	1,194.607.00
American Tobacco Co.	981,927.00
Texas Co.	899,812.00
Pet Milk Sales Co.	887,963.00
Johns-Manville Corp.	854,538.00
General Electric Co.	734,710.00
Eversharp Co.	668.557.00
E. R. Squibb & Sons	663.846.00
Celanese Corp.	610.446.00
Emerson Drug Co.	605,587.00
Chrysler Corp.	603,039.00
Lady Esther Co.	598,416.00
Gulf Oil Corp.	538.944.00
Quaker Oats Co.	516,105.00
Chesebrough Mfg. Co.	506,772.00
Coca-Cola Co.	506.729.00
Continental Baking Co.	502.964.00
Pacific Coast Borax Co.	500,475.00
Prudential Insurance Co. of America	489,419.00
U. S. Tobacco Co.	466,707.00
California Fruit Growers Exchange	457,223.00
General Motors Corp.	433.741.00
P. Lorillard Co.	406,599.00
United Fruit Co.	386,378.00
Armstrong Cork Co.	372.308.00
B. T. Babbitt Inc.	323.799.00
International Silver Co.	250.318.00
Johnson & Johnson	245.313.00
Parker Pen Co.	213.723.00
Bowey's Inc.	211,142.00
Corn Products Refining Co.	201,172.00
Curtiss Candy Co.	186,187.00
Campana Sales Co.	180,773.00
Welch Grape Juice Co.	172,166.00
Ford Motor Co.	160,370.00
Pillsbury Flour Mills Co.	140,931.00
American Oil Co.	125,714.00
Lewis-Howe Co.	121,941.00
Los Angeles Soap Co.	118,429.00
Philco Corp.	111,060.00
Planters Nut & Chocolate Co.	101,184.00
Magazine Repeating Razor Co.	97,458.00
International Cellucotton Products Corp.	72.864.00
Armour & Co.	65,934.00
Continental Radio & Television Corp.	60,570.00
Union Oil Co.	60,088.00
Thomas J. Lipton Inc.	59,640.00
Sunnyvale Packing Co.	58.344.00
Macfadden Publications	55.818.00
C. F. Mueller Co.	54,509.00
Lockheed Aircraft Corp.	54,072.00
Elgin National Watch Co.	48,212.00
General Petroleum Co.	46,164.00
General Cigar Co.	44,746.00
Luxor Ltd.	44,506.00
Richard Hudnut	38,964.00
California Packing Co.	36,773.00
Brown & Williamson Tobacco Corp.	34.733.00
Manhattan Soap Co.	31,916.00
Bakins Van & Storage Co.	30,888.00
McKesson & Robbins Inc.	29,976.00
Peter Paul Inc.	29,588.00
Gillette Safety Razor Co.	29.321.00
Soil-Off Mfg. Co.	28,171.00
Mennen Co.	19,276.00
Smith Bros.	19.106.00
Barbasol Co.	18.590.00
Colonial Dames Inc.	17,458.00
J. A. Folger & Co.	16,748.00
Par Soap Co.	15.273.00
Tidewater Associated Oil Co.	14,328.00
Mode O'Day Corp.	13,988.00
Standard Oil Co. of N. J.	13,620.00
Vick Chemical Co.	12,827.00
California Prune & Apricot Growers Assn.	12,761.00
American Chicle Co.	12,364.00
Paramount Pictures Inc.	11,166.00
Mentholatum Co.	9,345.00
Plough Inc.	9,126.00
Golden State Co. Ltd.	8,899.00
Bathasweet Corp.	7,683.00
Northern Pump Co.	6,709.00
Republican State Committee N. Y.	6.048.00
Chamberlain Laboratories	5.865.00
Nesbitt Fruit Products Inc.	5,833.00
Seaside Oil Co.	5,275.00
Ludens Inc.	4,554.00
J. C. Eno Ltd.	4,498.00
California Federation of Labor	4,466.00
Committee Re-election of Gov. Olson	3,248.00
Gallenkamp Stores	2,799.00
Massachusetts Democratic State Committee	2.571.00
Olson for Governor	1,914.00
Independent Petroleum & Consumers Assn.	1,827.00
Massachusetts Republican State Committee	1,820.00
Committee for Furtherance of Democratic Principles, Mass.	1,800.00
Citizens Rights Committee	1,624.00
Kenny for Attorney General	1,624.00
Eagle Oil & Refining Co.	1,490.00
Independent Citizens Committee, N. Y.	1,178.00
Gano Culwell for Governor	812.00
Scudder Food Products	608.00
Hollywood Democratic Committee for Gov. Olson	406.00
Public Health League	406.00
Earl Warren Committee	406.00
Robt. Bushwell, Attorney General, Mass.	370.00
Warren for Governor Committee	305.00
Breakfast Club Coffee	188.00
Committee for State Improvement Mass.	154.00
Grand Total	$45,593,125.00

MBS Billings by Clients

American Bird Products Inc.	$ 9.386.25
Anacin Co.	333,738.20
Barbasol Co.	117,883.96
Bayuk Cigars Inc.	973,072.43
Benson & Hedges	35,101.08
Campana Sales Co.	95.754.80
Coca-Cola Co.	642,984.94
Conti Products Inc.	74,727.00
Delaware, Lackawanna & Western Coal Co.	64,368.66
Detroit-Bible Class	100,010.64
Diebold Safe & Lock Co.	1,315.50
Garrett & Co. Inc	6.696.00
General Cigar Co. Inc.	448,087.76
General Mills Inc.	300.421.95
General Mills Inc.	262,446.00
Gillette Safety Razor Co.	604,670.58
Gospel Broadcasting Assn.	1,064.935.56
Gotham Silk Hosiery Co.	24,439.50
Hecker Products Corp.	39,597.00
Howard Clothes Inc.	59.634.00
Iglehart Brothers	13,674.38
Land O'Lakes Creamies, Inc.	170,392.26
Lumbermen's Mutual Casualty Co.	17,431.06
Lutheran Laymen's League	175.936.16
Marrow's Inc.	40.108.20
Pabst Sales Co.	19,326.34
Paramount Pictures Inc.	5.004.50
People's Church Inc.	56.870.28
Pepperell Mfg. Co.	6.352.00
Pharmaco Inc.	447,057.26
*Richfield Oil Corp. of N. Y.	304.729.50
Riggio Tobacco Corp.	29,730.00
Schenley Import Corp	111.666.77
R. B. Semler Inc.	438.916.20
Standard Brands Inc.	171.865.00
Standard Oil of N. J.	7,368.19
Studebaker Corp.	112.510.00
**Voice of Prophecy	242,814.00
**Voice of Prophecy Inc.	165.422.00
Wander Co.	277.925.65
Wesley Radio League	28,065.66
Western Conference of Teamsters	2,964.00
Whitehall Pharmacal Co.	321,712.88
Young People's Church of the Air	275,561.26
Zonite Products Corp.	161,408.00
Direct—	
Bullard Co.	2,697.50
Chase Brass & Copper Co.	5,387.50
Lansdowne Steel & Iron Co.	252.00
Worumbo Mfg. Co.	1.972.50
Local Sponsors	761,729.63
Grand Total	$ 9,636,122.49

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* Includes billings for Sherwood Brothers.

**Total billing for *Voice of Prophecy* $ 408,236.00

NBC client billings not listed owing to policy established in 1941 by that company.

LEG-WORK MAKES SALES

McGillvra men are on the job selling every place where spot radio can be sold. They're *there* when lists are being decided. That's why McGillvra stations continue to get the "breaks". And there's no mystery in this kind of successful representation—because leg-work makes sales! Write in confidence today on your selling problem.

JOSEPH HERSHEY McGILLVRA, INC.

National Radio Representatives

NEW YORK
366 Madison Ave.

CHICAGO
919 N. Michigan Ave.

SAN FRANCISCO
627 Mills Building

LOS ANGELES
445 Western Pacific Bldg.

IN HARTFORD, IT'S WDRC

WHERE THERE'S ONE LOW RATE FOR ALL ADVERTISERS

For more than 10 years, advertisers have enjoyed the tangible benefits of WDRC's rate policy . . . one low rate to everybody . . . a bargain for all. WDRC is being profitably used by an abundance of local advertisers who want complete coverage of this rich trading area . . . and an equally long list of regional and national spot accounts who pay as little as the local adcasters. In Connecticut's Major Market, WDRC will deliver the goods for you . . . and do it at a lower cost. Basic CBS for Connecticut.

COVERAGE PROGRAMS RATE
GET ALL 3 ON WDRC

WDRC
CONNECTICUT'S PIONEER BROADCASTER

Major Networks' Gross Billings by Agencies: 1942

Blue Billings by Agencies

Blackett-Sample-Hummert Inc.	$ 2,454,298.00
Young & Rubicam	1,423,288.00
Wade Adv. Agency	1,277,917.00
J. Walter Thompson Co.	1,168,219.00
Maxon Inc.	1,030,288.00
Roche, Williams & Cunnyngham	1,015,598.00
Ruthrauff & Ryan	866,045.00
D'Arcy Adv. Co.	828,085.00
Lennen & Mitchell Inc.	573,780.00
J. Stirling Getchell	347,278.00
Benton & Bowles	317,138.00
Aubrey Moore & Wallace	305,544.00
Pedlar & Ryan	289,097.00
Buchanan & Co.	284,658.00
Gardner Adv. Co.	267,816.00
Warwick & Legler	257,741.00
Newell-Emmett Co.	242,130.00
Small & Seiffer	228,654.00
Henri, Hurst & McDonald	225,337.00
Wm. Esty & Co.	208,934.00
Critchfield & Co.	208,888.00
Kenyon & Eckhardt	194,436.00
BBDO	124,901.00
Glicksman Adv. Co.	122,290.00
McCann-Erickson	120,386.00
Emil Mogul Co.	107,062.00
Raymond Spector Co.	103,016.00
Walsh Adv. Co.	102,672.00
Jos. Katz Co.	100,041.00
H. W. Kastor & Sons Adv. Co.	96,848.00
The Clements Co.	96,609.00
Ted Bates Inc.	88,575.00
Albert P. Hill Co.	73,407.00
Mac Wilkins & Cole	61,656.00
Walker & Downing	60,687.00
Duane Jones Co.	58,572.00
Addison Lewis Assoc.	56,796.00
Morse International	50,039.00
J. M. Mathes Inc.	42,360.00
Donahue & Coe	38,755.00
J. D. Tarcher & Co.	35,226.00
Russel M. Seeds Co.	33,252.00
Lord & Thomas	29,300.00
J. Wm. Sheets	24,844.00
MacFarland, Aveyard & Co.	18,967.00
Keeling & Co.	13,644.00
Direct	8,254.00
McCarty Co.	8,206.00
Pacific Natl. Adv. Agency	7,134.00
E. M. Freystadt Assoc.	7,130.00
Bauerlein Inc.	6,284.00
Gray & Rogers	5,676.00
Leon Livingston Adv. Agency	5,569.00
Glasser-Gailey & Co.	4,801.00
Mayers Co.	4,644.00
Wm. B. Remington Inc.	4,200.00
Raymond R. Morgan Co.	4,101.00
Barton A. Stebbins Adv. Agency	4,038.00
Peck Adv. Agency	3,338.00
Horton Noyes	2,591.00
Smith & Drum	1,364.00
Schwab & Beatty	340.00
Fort & Co.	165.00
	$15,752,909.00
Political	
Duane Jones Inc.	15,200.00
Wellman Adv. Agency	10,154.00
Direct	2,596.00
Leighton & Nelson	956.00
Halpern Adv. Agency	678.00
	29,584.00
Total	$15,782,493.00

CBS Billings by Agencies

Young & Rubicam Inc.	$ 5,674,501.00
Ruthrauff & Ryan Inc.	5,101,813.00
J. Walter Thompson Co.	3,206,386.00
Blackett-Sample-Hummert	3,202,741.00
Ward Wheelock Co.	2,426,578.00
The Biow Co. Inc.	1,950,838.00
Compton Advertising Inc.	1,881,107.00
Lord & Thomas	1,813,486.00
Arthur Meyerhoff & Co.	1,801,957.00
William Esty & Co. Inc.	1,779,100.00
Benton & Bowles Inc.	1,597,846.00
Ted Bates Inc.	1,544,483.00
Newell-Emmett Co.	1,472,639.00
McCann-Erickson Inc.	1,345,321.00
Batten, Barton, Durstine & Osborn Inc.	1,033,111.00
Buchanan & Co. Inc.	939,149.00
Pedlar & Ryan Inc.	898,484.00
Gardner Advertising Co.	877,043.00
Knox Reeves Advertising Inc.	863,437.00
Maxon Inc.	832,606.00
Geyer, Cornell & Newell Inc.	663,846.00
Sherman & Marquette Inc.	651,741.00
D'Arcy Avertising Co. Inc.	506,729.00
Arthur Kudner Inc.	466,707.00
Campbell-Ewald Co. Inc.	433,741.00
C. L. Miller Co.	387,359.00
Duane Jones Advertising Agency	315,691.00
Raymond R. Morgan Co.	237,985.00
Sorensen & Co.	211,142.00
Aubrey, Moore & Wallace Inc.	180,773.00
H. W. Kastor & Sons Adv. Co. Inc.	172,166.00
Joseph Katz Co.	125,714.00
Roche, Williams & Cunnyngham Inc.	121,941.00
Sayre M. Ramsdell Associates	111,060.00
J. M. Mathes Inc.	102,012.00
Erwin, Wasey & Co. Inc.	74,408.00
Cruttenger & Eger	60,570.00
Russel M. Seeds Co. Inc.	54,009.00
J. D. Tarcher & Co.	49,082.00
Smith & Drum Inc.	46,164.00
Federal Advertising Agency	44,746.00
Westco Advertising Agency	36,612.00
Franklin Bruck Co.	31,916.00
Glasser-Gailey & Co.	31,446.00
Brooks Advertising Agency	30,888.00
Brisacher, Davis & Staff	30,196.00
Kenyon & Eckhardt, Inc.	28,026.00
Long Advertising Service	15,560.00
Tomaschke-Elliott Inc.	15,273.00
Marschalk & Pratt Inc.	13,620.00
Morse International Inc.	12,827.00
Badger, Browning & Hersey Inc.	12,364.00
Gillham Advertising Agency	10,920.00
Lake-Spiro-Shurman Co.	9,126.00
H. M. Kiesewetter Adv. Agency	7,683.00
Cary-Ainsworth Inc.	5,865.00
Walter K. Neill	5,833.00
The McCarty Co.	5,275.00
Atherton & Currier Inc.	4,498.00
Joseph Aurrecoechea Adv. Agency	4,466.00
Harry M. Frost Co. Inc.	3,845.00
Ewing C. Kelly, Advertising	3,248.00
John W. Queen	2,190.00
Milton Weinberg Adv. Co.	1,914.00
V. G. Frietag	1,827.00
W. L. Gleeson & Co.	1,624.00
General Advertising Agency Inc.	1,490.00
Leighton & Nelson	1,178.00
Arthur Cooksey	812.00
C. Brewer Smith Adv. Agency	680.00
R. H. Alber Co.	406.00
Dana Jones Co.	406.00
Eugene F. Rouse & Co.	406.00
Campaigns, Inc.	305.00
Lockwood-Shackelford Adv. Agency	188.00
Grand Total	$45,593,125.00

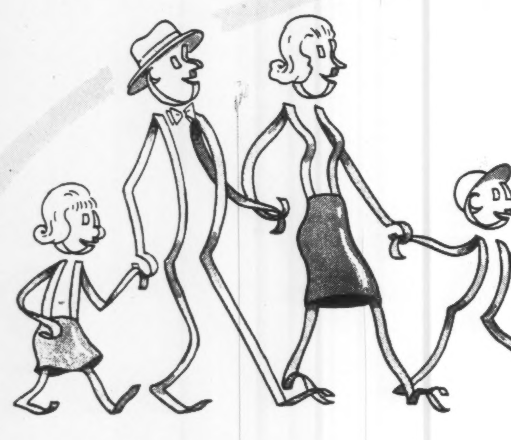
MBS Billings by Agencies

Aircasters Inc.	$ 128,076.30
R. H. Alber Company	1,064,935.56
Aubrey, Moore & Wallace Inc.	95,754.80
Bermingham, Castleman & Pierce Inc.	74,727.00
Blackett-Sample-Hummert	1,195,822.73
Buchanan & Co. Inc.	5,004.50
Leo Burnett Company Inc.	57,028.06
Campbell-Mithun Inc.	170,392.26
D'Arcy Advertising Co. Inc.	642,984.94
Erwin, Wasey & Co. Inc.	718,208.16
Wm. Esty & Company Inc.	447,057.26
Brady & Wagner Co.	24,439.50
M. H. Hackett Inc.	29,730.00
Hays-MacFarland & Co.	40,108.20
Hixson-O'Donnell Advertising Inc.	304,729.50
G. C. Hoskin & Assoc. (eff 9/30/42 and thereafter)	165,422.00
H. B. Humphrey Co.	6,352.00
Ivey & Ellington Inc.	1,305,503.97
Duane Jones Co.	35,101.08
Clarence Juneau Agencies	2,964.00
Kelly, Zahrndt & Kelly Inc.	175,936.16
Kenyon & Eckhardt Inc.	171,865.00
Lord & Thomas	19,326.34
Marschalk & Pratt Inc.	7,368.19
Maxon Inc.	604,670.58
Jack Parker & Assoc.	242,814.00
Redfield-Johnstone Inc.	59,634.00
Knox Reeves Advertising Inc.	300,421.95
Roche, Williams & Cunnyngham Inc.	112,510.00
Ruthrauff & Ryan Inc.	71,064.66
Sweeney & James Co.	1,315.50
J. Walter Thompson Co.	448,087.76
William H. Weintraub & Co. Inc.	111,666.77
Weston-Barnett Inc.	9,386.25
Young & Rubicam Inc.	13,674.38
Direct	10,309.50
Various	761,729.63
Grand Total	$ 9,636,122.49

NBC agency billings not listed owing to policy established in 1941 by that company.

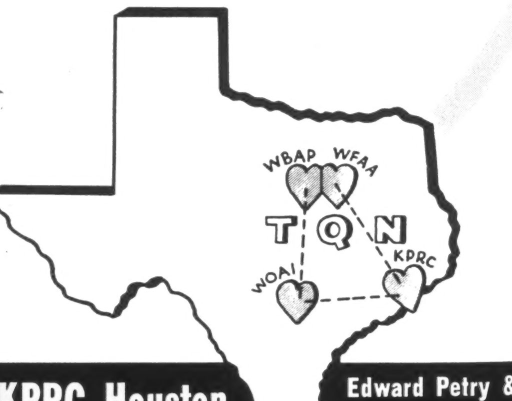
TQN
Texas Quality Network
reaches them

--- *Deep in the hearts of Texans . . .*
Just a part of the story . . . deep, too,
in the hearts of folks of Oklahoma,
Louisiana, Arkansas, and parts of Kansas



TEXAS:
6,414,824 people
265,896 square miles
$ $ $ $ $ $ $
Army and Navy Camps
Defense Industries

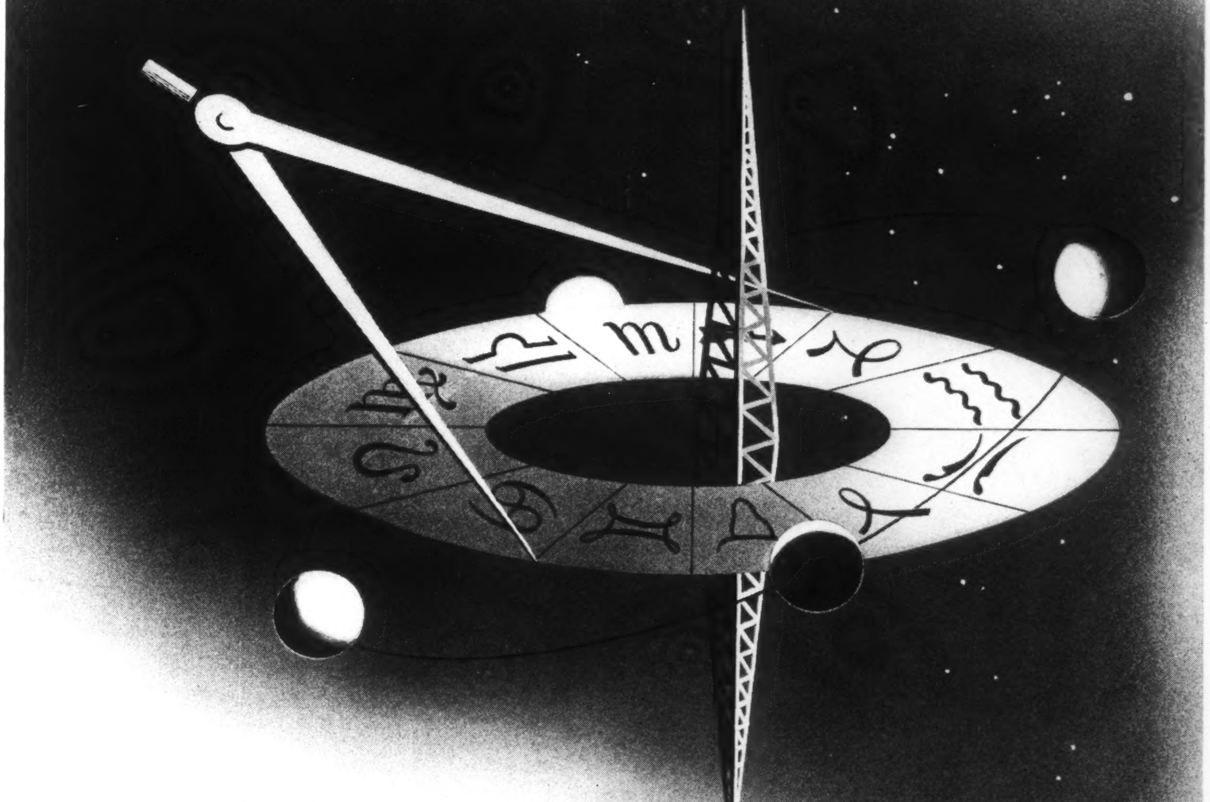
TQN:
105,000 Watts covering
the 4 Key Industrial Cities.
Blanketing the population
centers with a 10MV/M signal.



WFAA-WBAP, Dallas-Fort Worth—WOAI, San Antonio—KPRC, Houston

Edward Petry & Co.
National Representatives

How do you measure a year?



MORE LISTENERS? Mutual last year scored substantial audience gains, coast to coast, its average evening program rating for December up 20% over December, 1941, while the all-network average rose only 9%.

BETTER STATIONS? Mutual last year culminated improvements which, since 1941, have provided better facilities for 74% of all its stations and added 26,250 more watts for the top 14 markets alone.

MORE STATIONS? Mutual last year penetrated even more deeply into urban and rural America, wherever people live and listen, increasing this largest of all networks from 183 to 211 stations.

LOWER COSTS? Mutual last year developed the most economical rate structure in radio history, lowering minimum station requirements and raising maximum discounts, to benefit *every* advertiser.

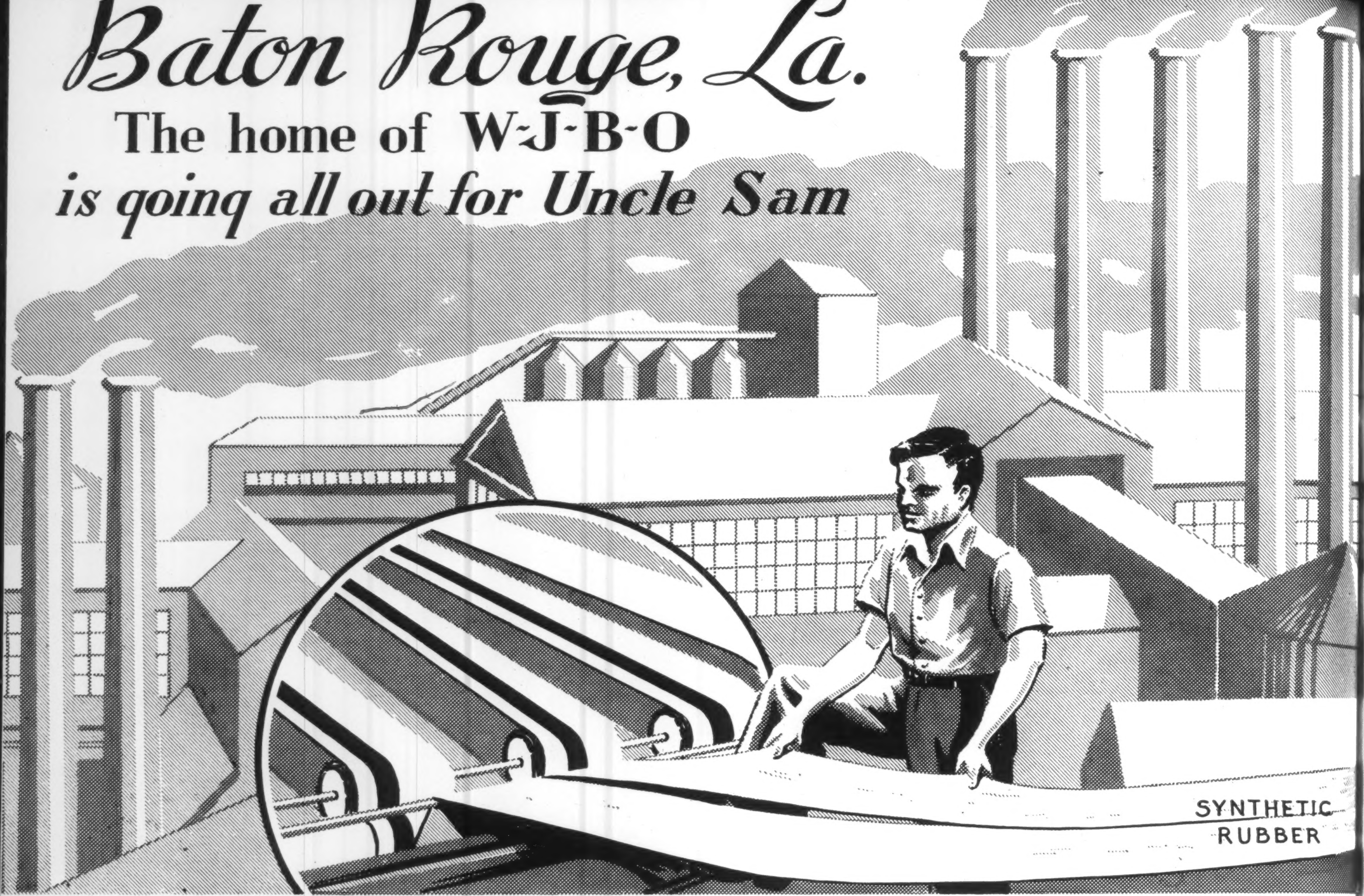
GREATER BUSINESS? Mutual last year again achieved the largest gain in advertising volume for any network, rising 32% over 1941 for a new high in the network's career.

this is MUTUAL

Baton Rouge, La.

The home of W-J-B-O

is going all out for Uncle Sam



- **OVER 100,000 POPULATION**
- **15,000 ENGAGED IN VITAL INDUSTRIES**
- **15,000 ENGAGED IN CONSTRUCTION**
- **$100,000,000 IN INDUSTRIAL EXPANSION**

Baton Rouge, Louisiana, at the head of deep-water navigation on the Mississippi River, is "all out" for war.

Twenty-four hours a day operation is maintained in such plants as Standard Oil Company of Louisiana, Solvay Process Company, Ethyl Corporation, E. I. Dupont de Nemours Company, Firestone Rubber Company, Aluminum Ore Company, Consolidated Chemical Company, Mengel Company, Gulf States Power and Steam Plant (largest electric generating station and largest steam plant in the southwest).

Here in Baton Rouge is manufactured daily—monthly—annually—millions of dollars of vital war materials. After the war these plants will furnish many products which are wartime scarcities today.

Baton Rouge is the trading center of a rich agricultural area, the State Capitol, and the home of Louisiana State University.

One of the best buys in radio today is Baton Rouge, the chemical manufacturing center of the South, the flourishing market served by

WJBO

5000 Watts

BLUE NETWORK

BATON ROUGE BROADCASTING CO., INC.

Affiliated with the State-Times and Morning Advocate

National Representatives: GEORGE P. HOLLINGBERY COMPANY

WJJD CHICAGO'S BEST BASEBALL BUY!

4 Big Package Shows AVAILABLE FOR 1943

1 **Sport Slants by Pat Flanagan—Daily 2:30 to 2:40 P. M.—**Pat Flanagan gives his unique personal slant on baseball news with many unusual human interest features. Pat has built up a great audience for this pre-game program during the past ten years.

COST: $335 weekly for 7—10-minute programs.

2 **Dug-Out Interviews with Jack Fitzpatrick—Daily 2:40 to 2:55 P.M.—**Fitzpatrick talks things over with players in the dug-out—an intimate, behind-the-scenes program immediately preceding the play-by-play broadcast. On days when there is no game, Jack gives a sports review at 2:45 to 3:00 P.M.

COST: $345 weekly for 7—15-minute programs.

3 **The Scoreboard—Daily 5:00 to 5:15 P. M.—**This feature, immediately following Pat Flanagan's play-by-play broadcast of the game, presents complete scores of all the other games. Race results and news bulletins are also included.

COST: $375 weekly for 7—15-minute programs.

4 **Sports Round-Up—Daily 5:15 to 5:30 P. M.—**Features late sports information, news flashes and transcribed music. Interviews with baseball and screen personalities also included. Time varies from day to day, depending on length of game. The daily average for this program is about 20 minutes.

COST: $200 weekly for 6 broadcasts, Monday thru Saturday.

For the Fifth Consecutive Year—Pat Flanagan's BROADCASTS OF 1943 CUBS-SOX GAMES Have Been Sold to the WALGREEN DRUG CHAIN

Pat Flanagan, long famous as one of Chicago's outstanding sports personalities, has a large and enthusiastic radio following. Surveys made by Walgreen's and Hooper Holmes prove that his broadcasts over WJJD deliver a surprisingly big slice of Chicago's entire baseball audience. **The four tie-in programs now available offer smart advertisers an opportunity to reach this audience at remarkably small cost.**

Pat Flanagan, WJJD's featured sports announcer. His colorful, accurate, play-by-play reportage has built up a huge baseball audience for him in the Chicago area during the past fifteen years.

For Facts and Figures call...

WJJD

230 N. MICHIGAN AVE.
CHICAGO, ILLINOIS
TELEPHONE STATE 5466

20,000 WATTS • 1160 KILOCYCLES
National Representative
JOHN E. PEARSON CO. • 342 MADISON AVE., N. Y.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

Code of Wartime Practices for American Broadcasters

As Revised February 1, 1943, by the Office of Censorship

THIS IS THE SECOND revision of the Code of Wartime Practices for American Broadcasters. It combines original provisions with supplemental suggestions and interpretations which have developed out of our experience during a year of war. It supersedes all other releases of the Office of Censorship to this date of issue.

The principle of censorship remains the same. It is voluntary and broadcast management is responsible for fulfilling the function in its own medium. The broadcasting industry, to this end, should be constantly aware of the dangers inherent in (1) news broadcasts; (2) routine programming; and (3) commercial copy.

To combat these dangers effectively, broadcast management must be in complete control of all programming every minute of every day of operation. This responsibility should not be delegated to anyone over whom the management does not exercise control.

The facilities of the Office of Censorship are at the disposal of broadcasters 24 hours a day, to assist them with consultation and advice when any doubt arises as to the application of this Code. The following are the principal advisory guideposts (as revised) which are intended to aid in discharging censorship responsibilities:

I. NEWS BROADCASTS AND COMMENTARIES

Broadcasters should edit all news in the light of this Code's suggestions and of their own specialized knowledge, regardless of the medium or means through which such news is obtained.

Special attention is directed to the fact that all of the requests in this Code are modified by a proviso that the information listed may properly be broadcast when authorized by *appropriate authority.* News on all of these subjects will become available usually from Government sources; but in war, timeliness is an important factor and the Government unquestionably is in the best position to decide when disclosure is timely.

It is requested that news in any of the following classifications be kept off the air, unless released or authorized for release by appropriate authority:

(a) WEATHER

ALL weather data, either forecasts, summaries, recapitulations, or any details of weather conditions.

Stations should refrain from broadcasting any news of weather occurrences, such as blizzards, snowstorms, tornadoes, hurricanes, etc, unless it is specifically authorized for broadcast by the Office of Censorship. Occasionally it is possible to clear such news, but for security reasons this Office cannot authorize blanket clearance in advance. Each case must be considered individually in the light of the extent to which the enemy will be benefitted if such information is broadcast. Confusion and inequalities of competition can be avoided if stations will consult the Office of Censorship promptly in all such cases, either directly or through their news service.

Exceptions: Emergency warnings may be broadcast as specifically released for broadcast by Weather Bureau authorities.

Information concerning hazardous road conditions may be broadcast when requested by a Federal, State or Municipal source, if it avoids reference to weather.

Note:
Special events reporters covering sports events are cautioned especially against the mention of weather conditions in describing contests, announcing their schedules, suspensions or cancellations. These terms may be used: "Game called because of weather"; "wet grounds"; "muddy field." Terms such as "clear", "rain", "windy", "overcast", etc., are an index to weather conditions over a large area and should not be employed.

(b) ARMED FORCES.

Type and movements of United States Army, Navy and Marine Corps units, within or without continental United States, including information concerning

Location
Identity
Exact Composition
Equipment
Strength
Destination
Routes
Schedules
Assembly for Embarkation
Prospective Embarkation
Actual Embarkation

Such information regarding troops of friendly nations on American soil.

Revelation of possible future military operations by identifying an individual or group known for a specialized activity.

Exceptions:

(1) Armed forces in the United States: Those in training camps and units assigned to domestic police duty, as regards names, addresses, location and general character (other than service men on duty on anti-aircraft, coastal or invasion defense or embarkation points, whose unit identifications should not be given).

(2) Armed Forces outside the United States: Names and locations (without unit identifications) *if* presence of United States forces in area has been announced officially.

Individual addresses *if* they are limited to APO numbers or Navy Fleet Post Office (without unit or ship identifications).

Names of Naval personnel without mention of their ships, unless said ships have been announced by the Navy as lost or damaged.

(c) SHIPS (CONVOYS, etc.).

Type and movements of United States Navy, or merchant vessels, or transports, of convoys, of neutral vessels, or vessels of nations opposing the Axis powers in any waters, including information concerning—

Identity
Location
Port of Arrival
Time of Arrival
Prospect of Arrival
Port of Departure
Ports of Call
Nature of Cargoes
Assembly
Personnel

Enemy naval or merchant vessels in any waters, their

Type
Identity
Location
Movements

Secret information or instructions about sea defense, such as

Buoys, lights and other guides to navigators
Mine fields and other harbor defenses.

Ships in construction

Type
Number
Size
Location

Advance information on dates of launchings, commissionings.

Physical description, technical details of shipyards.

Movement of diplomatic exchange ships under direction of the State Department.

Exceptions:
Movements of merchant vessels on Great Lakes or other sheltered inland waterways unless specific instances require special ruling.

(d) DAMAGE BY ENEMY LAND OR SEA ATTACKS.

Information on damage to military objectives in continental United States or possessions, including

Docks
Railroads
Airfields
Public Utilities
Industrial plants engaged in war work.

Counter-measures or plans of defense.

Appropriate authority: For information about damage from enemy attacks to military objectives on land within continental United States or possessions is the commanding officer in the zone of combat, or the Army Bureau of Public Relations, Washington. (For the Hawaiian Islands, the Navy).

(e) ACTION AT SEA.

Information about the sinking or damaging from war causes of war or merchant vessels in any waters.

Appropriate authority: Appropriate authority for the release of news about the sinking or damaging of naval or merchant vessels in or near American waters is the Naval Office of Public Relations, Washington; for results of United States naval action against enemy vessels in or near American waters, the commanding officer of the district in which the action occurs, or the Naval Office of Public Relations, Washington.

(f) ENEMY AIR ATTACK.

Estimates of number of planes involved; number of bombs dropped; damage to

Fortifications
Docks
Railroads
Ships
Airfields
Public Utilities
Industrial plants engaged in war work
All other military objectives

Warnings or reports of impending air raids; remote ad lib broadcasts dealing with raids, during or after action.

Mention of any raid in the continental United States during its course by stations *outside* the zone of action, unless expressly announced for broadcast by the War Department in Washington.

News which plays up horror or sensationalism; deals with or refers to unconfirmed reports or versions, refers to exact routes taken by enemy planes, or describes counter-measures of defense, such as troop mobilization or movements, or the number or location of anti-aircraft guns or searchlights in action.

Exceptions:
After an air raid, general descriptions of action after all-clear has been given. Nothing in this request is intended to prevent or curtail constructive reporting or programming of such matters as feats of heroism, incidents of personal courage, or response to duty by the military or by civilian defense workers.

(g) ACCREDITED MILITARY AND NAVAL CORRESPONDENTS.

No provisions in this Code of Wartime Practices for American Broadcasters modify obligations assumed by accredited correspondents who accompany Army or Navy forces or are given special accrediting by the War or Navy departments to visit restricted areas in the United States.

These commitments, under War and Navy Department practice, pledge such correspondents to submit to censorship anything they write in zones of combat or restriction, or what they may write at a later date as result of their observation in these zones. The military department concerned is the censorship agency for all such material.

In case of a protracted enemy attack on the continental United States necessitating military declaration of a combat zone, censorship within such an area would, of necessity, be by military authority. Accrediting of news gatherers for such a zone will be as in any other combat area. In the case of such an attack and declaration of a military zone of combat, the requests in this Code remain applicable to broadcast operations outside the declared area.

(h) PLANES.

Air Units—Military air units of the United States and the United Nations as to

Disposition
Missions
Movements
New characteristics
Strength

Information concerning new mili-

(*Continued on page 28*)

A STATEMENT BY BYRON PRICE

BROADCASTERS should ask themselves, "Is this information of value to the enemy?" If the answer is "Yes," they should not use it. If doubtful, they should measure the material against the Code.

From time to time the Office of Censorship may find it necessary to issue further communications either to interpret certain existing requests, amend or delete them or otherwise to cover special emergency conditions. Such communications will be addressed to managers of radio stations and networks and should receive preferential attention.

If information concerning any phase of the war effort should be made available anywhere, which seems to come from doubtful authority, or to be in conflict with the general aims of these requests; or if special restrictions requested locally or otherwise by various authorities seem unreasonable or out of harmony with this summary, it is recommended that the question be submitted at once to the Office of Censorship, Washington. Telephone: Executive 3800; Teletype: WA-434.

THE OFFICE OF CENSORSHIP
Byron Price, Director.
February 1, 1943.

DETROIT'S
First STATION

Detroit—America's Greatest Armament Market—With a Population Increase of 336,000 Since April, 1940!

WWJ

America's Pioneer Broadcasting Station—First in Detroit

National Representatives

THE GEORGE P. HOLLINGBERY COMPANY

Owned and Operated by The Detroit News

NBC Basic Network

Associate Station W45D-F.M.

Wartime Radio Censorship Code

(*Continued from page 26*)

tary aircraft and related items of equipment or detailed information on performance, construction and armament of current military aircraft or related items; military activities of commercial air lines or the Civil Air Patrol.

(i) FORTIFICATIONS AND AIR INSTALLATIONS.

Location and description of fortifications, including

Coast Defense Emplacements
Anti-aircraft guns and other air defense installations
Defense Installation details of public airports used for military purposes.
Camouflaged objects
Location of specially constructed bomb shelters
Location of civilian defense communication control centers
Information concerning installations by American military units outside the United States.

(j) SABOTAGE.

Specifications (including information on bottlenecks) which saboteurs could use to damage war production plants, transportation lines, public utilities, or other military objectives; any information indicating sabotage to them. In reporting accidents, no mention of sabotage should be made except on appropriate authority of the military agency concerned or the Department of Justice.

(k) PRODUCTION. (see also SABOTAGE).

Roundups—Collected data on a nationwide scale disclosing production progress or capacity in connection with ordnance, planes, war vehicles or other munitions.

Secret designs—New or secret military weapons, designs, formulas, or experiments connected with war production.

Plants—Floor plans or arrangement of war production plants; capacity of plants; actual or prospective progress of production, including revealing employment figures.

Statistics—Statistical information disclosing the amounts of strategic or critical materials produced, imported or in reserve—such as tin, rubber, aluminum, uranium, zinc, chromium, tantalum, manganese, magnesium, tungsten, silk, platinum, cork, quinine, copper, optical glass, mercury or high-octane gasoline.

Transportation—Movement or transportation of munitions within the United States.

Lend-Lease-Production—Method of delivery, destination, routes or transportation of Lend-Lease war material.

(l) UNCONFIRMED REPORTS, RUMORS.

The spread of rumors in such way that they will be accepted as facts will render aid and comfort to the enemy. The same is true of enemy propaganda or material calculated by the enemy to bring about division among the United Nations. Enemy claims of ship sinkings or of other damage to our forces should be weighed carefully and the sources clearly identified, if broadcast.

Caution is advised against reporting, under the guise of opinion, speculation or prediction, any fact which has not been released by an appropriate authority.

(m) COMBAT ZONE INTERVIEWS AND LETTERS.

Interviews with service men or civilians from combat zones (including accounts of escapes from foreign territory) should be submitted for review before broadcast, either to the Office of Censorship or to the appropriate Army or Navy Public Relations Officer. Letters from service men in combat zones are censored at the source, for home and family consumption only. When used on the air, broadcasters should measure the contents of such letters in the light of the provisions of this Code. In case of any doubt, consult the Office of Censorship. (See clause on *Armed Forces*, regarding unit identifications).

(n) WAR PRISONERS, INTERNEES, CIVILIAN PRISONERS.

Information as to arrival, movements, confinement, ecape or identity of military prisoners from war zones; identity of persons arrested or interned as enemy aliens, or of persons moved to resettlement centers; locations or operations of war prisoner, or alien internment camps or resettlement projects; place of confinement of civilians convicted of treason, espionage or sabotage.

Note

The appropriate authority for information as to war prisoners or their camps is the War Department; for information as to resettled persons, the project official in charge; for information as to enemy aliens or their camps, or civilian prisoners described above, the Department of Justice. In any inquiry, please make certain whether the individuals involved are military prisoners of war, enemy aliens or resettled citizens or aliens.

(o) MILITARY INTELLIGENCE.

Information concerning operations, methods or equipment of war intelligence or counter-intelligence of the United States or its allies; information concerning available or captured enemy codes or ciphers; or that gained from interception of enemy messages; or information concerning use of secret inks or chemicals or detection of these.

Information concerning secret detection devices.

Information concerning secret United States or Allied means or systems of military communication, including the establishment of new International points of communication.

(p) WAR NEWS COMING INTO THE UNITED STATES.

War information originating outside United States territory may be broadcast if its origin is made plain.

In any case of vital security involvement, the Office of Censorship reserves the right to request broadcasters to censor such incoming material on the basis of the Code requests if it is apparent that the information has come on to the United States.

(q) GENERAL.

Casualties—Identification of combat casualties until made available for publication by the War or Navy Departments or the next of kin.

Strategy—Secret war plans.

Art Objects, Historical Data—Information disclosing the new location of national archives, or of public or private art treasures.

Diplomatic Information — Information about the movements of the President of the United States (including advance notice of the place from which he will broadcast); information of official military or diplomatic missions of the United States or of any other nation opposing the Axis powers—routes, schedules, destination, within or without continental United States; movements of ranking Army or Naval officers and staffs on official missions; movements of other individuals or units on military or diplomatic missions.

Premature disclosure of diplomatic negotiations or conversations.

Forest Fires—In reports of forest fires: descriptions of danger areas, weather conditions, activity or methods of saboteurs, organization or placement of special guards, damage or threat of damage to military objectives, or extent of smoke clouds.

II. PROGRAMS

These suggestions are made in order that broadcasters will have a pattern to follow in accomplishing the most important censorship function of program operation: keeping the microphone under the complete control of the station management, or its representatives.

(a) REQUEST PROGRAMS.

Music—No telephoned or telegraphed requests for musical selections should be accepted. No requests for musical selections made by word-of-mouth at the origin of broadcast, whether studio or remote, should be honored.

Talk—No telephoned or telegraphed requests for service announcements should be honored, except as hereinafter qualified. Such service announcements would include information relating to—

Lost pets
"Swap" ads
Mass meetings
Personal messages
Club meetings
Club programs, etc.
Vital statistics

The same precautions should be observed in accepting "classified advertisements" for broadcasting.

No telephoned, telegraphed or word-of-mouth-dedications or program features or segments thereof should be broadcast. No telephoned, telegraphed or word-of-mouth auction bids, contributions or similar acknowledgements from listeners, should be broadcast.

Exceptions:

Emergency announcements (such as those seeking blood donors, doctors, lost persons, lost property, etc.) may be handled in conventional manner if the broadcaster confirms their origin. They should emanate from the police, the Red Cross, or similar recognized governmental or civilian agency.

Service announcements may be honored when source is checked and material is submitted in writing, subject to re-writing by station continuity staff. Requests for the broadcast of greetings or other programs to commemorate personal anniversaries may be honored if the actual broadcast is not made on the anniversary date or at the time or on the date designated in the request.

All requests, subject to the above qualifications, may be honored when submitted via mail, or otherwise in writing if they are held for an unspecified length of time and if the broadcaster staggers the order in which such requests are honored, rewriting any text which may be broadcast.

(b) QUIZ PROGRAMS.

It is requested that all audience-participation type quiz programs originating from remote points, either by wire, transcription or shortwave, should not be broadcast, except as qualified hereinafter. Any program which permits the public accessibility to an open microphone is dangerous and should be carefully supervised.

Because of the nature of quiz programs, in which the public is not only permitted access to the microphone but encouraged to speak into it, the danger of usurpation by the enemy is enhanced. The greatest danger here lies in the informal interview conducted in a small group—10 to 25 people. In larger groups, where participants are selected from a theatre audience, for example, the danger is not so great.

Generally speaking, any quiz program originating remotely, wherein the group is small, wherein no arrangement exists for investigating the background of participants and wherein extraneous background noises cannot be eliminated at the discretion of the broadcaster, should not be broadcast. Included in this classification are all such productions as man-in-the-street interviews, airport interviews, train terminal interviews, and so forth.

In all studio-audience type quiz shows, where the audience from which interviewees are to be selected numbers less than 50 people, program conductors are asked to exercise special care. They should devise a method whereby no individual seeking participation can be *guaranteed* participation.

(c) FORUMS AND INTERVIEWS.

During forums in which the general public is permitted extemporaneous comment, panel discussion in which more than two persons participate, and interviews conducted by authorized employees of the broadcasting company, broadcasters should devise methods guaranteeing against the release of any information which might aid the enemy as described in Section I of the Code. If there is doubt concerning the acceptability of material to be used in interviews, complete scripts should be submitted to the Office of Censorship

(*Continued on page 30*)

1943 Committees of Congress Dealing With Radio Legislation

HOUSE INTERSTATE AND FOREIGN COMMERCE COMMITTEE*

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DEMOCRATS — Clarence F. Lea, California, chairman; Robert Crosser, Ohio; Alfred L. Bulwinkle, North Carolina; Virgil Chapman, Kentucky; Lyle H. Boren, Oklahoma; Martin J. Kennedy, New York; Donald L. O'Toole, New York; Lindley Beckworth, Texas; Thomas D'Alesandro Jr., Maryland; Francis J. Myers, Pennsylvania; J. Percy Priest, Tennessee; Oren Harris, Arkansas; George G. Sadowski, Michigan; Richard F. Harless, Arizona.

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Committee Clerk: M. W. Mitchell

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***In which radio legislation originates, and which also handles regulation of sale and advertising of products in interstate commerce.*

WHY BUILD A PROGRAM FOR NEW YORK?

Here are ready-built profits to share!

ONE after another, hundreds of famous national advertisers have come to WNEW in New York . . . come to *stay,* and come to *profit* from established programs with *proved* sales results.

No *risk* with new programs . . . no shows that *might* go over—might not. WNEW's unique program successes have been making quick sales for their many co-sponsors year after year. Each WNEW program stands on its own—gives New York what New York wants . . . And all WNEW programs have one thing in common—they *sell* . . . or off the air they go!

Audience? WNEW *covers* the New York-New Jersey metropolitan area—one tenth of American families—24 hours a day.

WNEW—501 MADISON AVE., NEW YORK
REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

"START THE DAY RIGHT" . . . HAL MOORE—7:00-9:00 A. M. —Monday through Saturday. News — information — music —**on WNEW 3 years.**

"ZEKE MANNERS' GANG" . . . ZEKE MANNERS—9:00-10:00 A.M.—Monday through Saturday—12:00-1:00 P.M.—Sunday. **On WNEW 2 years.**

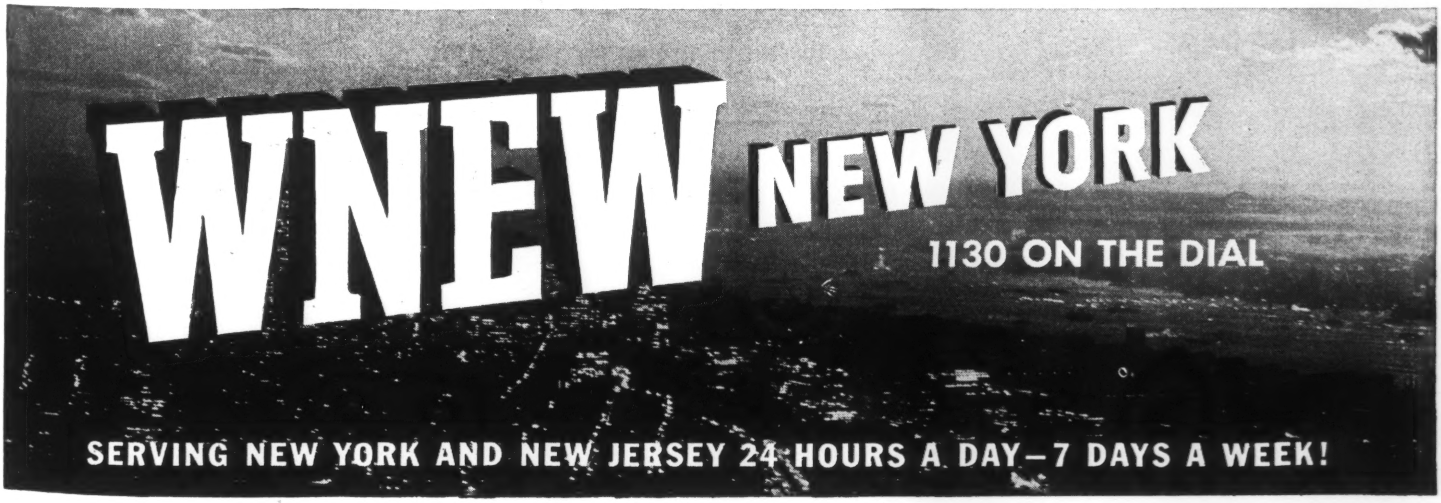
"THE MAKE-BELIEVE BALLROOM" . . . MARTIN BLOCK—10:00-11:30 A. M. and 5:30-7:30 P. M., Monday through Saturday. **On WNEW 8 years.**

J. B. KENNEDY, NEWS—7:35-7:50 P. M. — Monday through Friday; 6:00-6:30 P. M.—Sunday. Famed radio reporter—**on WNEW 2 years.**

"NEWS THROUGH A WOMAN'S EYES" . . . KATHRYN CRAVENS — 4:45-5:00 P. M. — Monday through Friday. Ace news analyst—**on WNEW 1½ years.**

"THE FACE OF THE WAR" . . . SAMUEL H. CUFF—12:15-12:30 P.M.—Monday through Friday; 1:00-1:15 P. M.—Sunday. **Famed newcomer to WNEW.**

Plus *other outstanding WNEW programs: News every hour on the half hour, Milkman's Matinee, Music Hall, Dance Parade, Bob Considine, Jack Stevens.*


WNEW
NEW YORK
1130 ON THE DIAL
SERVING NEW YORK AND NEW JERSEY 24 HOURS A DAY—7 DAYS A WEEK!

Wartime Radio Censorship Code

[*Continued from page 28*]

for review. (See paragraph (m) Section I.)

(d) SPECIAL EVENTS REPORTING. (ad lib).

Special events reporters should study carefully the restrictions suggested in Section I of the Code, especially those referring to interviews and descriptions following enemy offensive action. Reporters and commentators should guard against use of descriptive material which might be employed by the enemy in plotting an area for attack.

If special programs which might be considered doubtful enterprises in view of our effort to keep information of value from the enemy are planned, outlines should be submitted to the Office of Censorship.

(See also Paragraph (a), Section I).

(e) SIMULATED AIR RAIDS, BLACKOUTS.

In view of the provisions contained in Paragraph (f) Section I of this Code, which prescribe radio silence at the scene of an air raid until the "all clear" is sounded, it is the belief of this office, in which the Office of Civilian Defense concurs, that broadcasting stations should not employ their facilities during a simulated air raid in any way which would encourage listeners to rely upon the medium for advice and assistance should an actual raid occur. This is intended to place no proscription on the legitimate broadcast of descriptions and commentaries dealing with simulated air raids and blackouts after the events have been conducted.

(f) COMMERCIAL CONTINUITY.

Broadcasters should be alert to prevent the transmission of subversive or restricted information through the use of commercial continuity in program or announcement broadcasts. In this connection, the continuity editor should regard his responsibility as equal to that of the news editor.

III. FOREIGN LANGUAGE BROADCASTS

(a) PERSONNEL.

The Office of Censorship, by direction of the President, is charged with the responsibility of removing from the air all those engaged in foreign language broadcasting who, in the judgment of appointed authorities in the Office of Censorship, endanger the war effort of the United Nations by their connection, direct or indirect, with the medium. Bases of judgment in exercising this function will be twofold: (1) current material written for broadcast or broadcast over American facilities; (2) past and/or present conduct of the individual, including evidence substantiating his sympathy with the regimes of our enemies. This function of the Office of Censorship is not intended to relieve in any measure the full responsibility resting with the management of the foreign language broadcasting station to employ only those whose loyalty he does not question. There extends to such broadcast management the additional responsibility to report to the Office of Censorship the names of any personnel in this field who might be suspected for any reason.

(b) SCRIPTS.

Station managements are requested to require all persons who broadcast in a foreign language to submit to the management in advance of broadcast complete scripts or transcriptions of such material, with an English translation. (This procedure does not apply to programs originated and produced by the Office of War Information and distributed to foreign language stations.) It is further requested that this material be checked "on the air" against the approved script and that no deviations therefrom be permitted. These scripts or transcriptions, with their translations, should be kept on file at the station.

(c) SUBMISSION OF SCRIPTS.

From time to time, the Office of Censorship will ask foreign language broadcasters to submit specified scripts to this office for review. When such requests are received, it is understood that the scripts in the original language, as well as English translations thereof, will be submitted. If a station obtains its foreign language program from another originating point via network, these requirements do not apply; in such event the originating station will be held responsible for fulfilling the requests contained herein.

(d) Station managements are reminded that all provisions of this code, as outlined in Section I and II, apply equally to foreign language broadcasting.

Lots of Power!

1000 S-T-R-E-A-M-L-I-N-E-D WATTS

**Reaching
Lots of People!**

Throughout Southeastern Michigan—consistent mail from counties totalling 3,000,000 population.

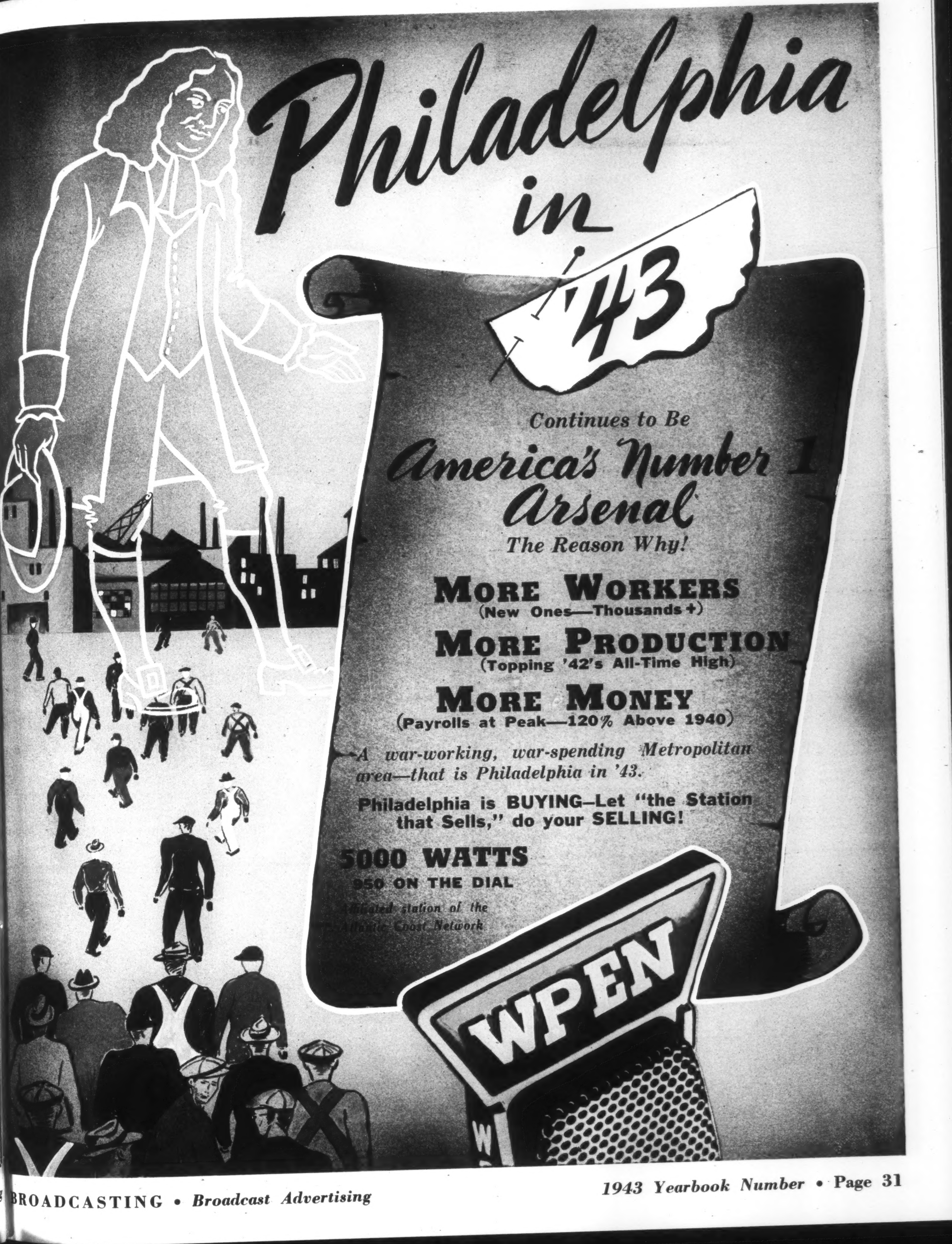
**With
Lots of Punch!**

Programs that please—and sell! News every hour and good music all day long—pulls 75,000 letters in a year!

W-CAR

Pontiac, Mich.

1000 WATTS ON 1130 KILOCYCLES



Philadelphia in '43

Continues to Be

America's Number 1 Arsenal

The Reason Why!

MORE WORKERS
(New Ones—Thousands +)

MORE PRODUCTION
(Topping '42's All-Time High)

MORE MONEY
(Payrolls at Peak—120% Above 1940)

A war-working, war-spending Metropolitan area—that is Philadelphia in '43.

Philadelphia is BUYING—Let "the Station that Sells," do your SELLING!

5000 WATTS
950 ON THE DIAL

Affiliated station of the Atlantic Coast Network

WPEN

National Association of Broadcasters: 1941-1942 Officers and Committees

Headquarters Office: 1760 N Street, N. W., Washington, D. C. Phone: NAtional 2080

HEADQUARTERS STAFF

Neville Miller, *President*

C. E. Arney Jr., *Assistant to the President and Acting Secretary-Treasurer*

Russell P. Place, *Counsel*

Paul F. Peter, *Director of Research*

Joseph L. Miller, *Director of Labor Relations*

Howard Frazier, *Director of Engineering*

Lewis H. Avery, *Director of Broadcast Advertising*

Arthur Stringer, *Director of Promotion*

Everett Revercomb, *Auditor*

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(District 3: Delaware, Pennsylvania)

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(District 4: District of Columbia, Maryland, North Carolina, South Carolina, Virginia, West Virginia)

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(District 5: Alabama, Florida, Georgia, Puerto Rico)

Hoyt B. Wooten, WREC, Memphis, Tenn.
(District 6: Arkansas, Louisiana, Mississippi, Tennessee)

J. Harold Ryan, WSPD, Toledo, O.; Nathan Lord, WAVE, Louisville, elected as successor to take office after next convention.
(District 7: Kentucky, Ohio)

John E. Fetzer, WKZO, Kalamazoo, Mich.
(District 8: Indiana, Michigan, excluding the counties of Ontonagon and Gogebic)

Edgar L. Bill, WMBD, Peoria, Ill.; Leslie C. Johnson, WHBF, Rock Island, Ill., elected as successor to take office after next convention.
(District 9: Illinois; Wisconsin, excluding the counties of LaCross, Monroe, Juneau, Adams, Marquette, Waushara, Portage, Wood, Jackson, Trempealeau, Buffalo, Pepin, Pierce, St. Croix, Dunn, Chippewa, Eau Claire, Clark, Marathon, Lincoln, Taylor, Rusk, Barron, Polk, Burnett, Washburn, Sawyer, Price, Oneida, Vilas, Iron, Ashland, Bayfield and Douglas.)

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(District 10: Iowa, Missouri, Nebraska)

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(District 11: Minnesota; North Dakota; South Dakota, excluding the counties of Fall River, Shannon, Bennett, Todd, Mellette, Waushabaugh, Washington, Custer, Pennington, Jackson, Jones, Stanley, Haakon, Meade, Lawrence, Butte, Harding, Perkins, Ziebach, Armstrong, Dewey and Corson; Wisconsin, including the counties of LaCross, Monroe, Juneau, Adams, Marquette, Waushara, Portage, Wood, Jackson, Trempealeau, Buffalo, Pepin, Pierce, St. Croix, Dunn, Chippewa, Eau Claire, Clark, Marathon, Lincoln, Taylor, Rusk, Barron, Polk, Burnett, Washburn, Sawyer, Price, Oneida, Vilas, Iron, Ashland, Bayfield and Douglas; Michigan, including the counties of Ontonagon and Gogebic)

Presidents of NAB

Eugene F. McDonald Jr. (WJAZ)	1923-1925
Frank W. Elliot (WHO)	1925-1926
Earle C. Anthony (KFI)	1926-1928
William S. Hedges (WMAQ)	1928-1930
Walter Damm (WTMJ)	1930-1931
*Harry Shaw (WMT)	1931-1932
Truman Ward (WLAC)	1932-1933
Alfred J. McCosker (WOR)	1933-1935
Leo Fitzpatrick (WJR)	1935-1936
Charles W. Myers (KOIN)	1936-1937
John Elmer (WCBM)	6-23-37—2-16-38
Mark Ethridge (WHAS)	3-30-38—7-1-38
Neville Miller	1938-

* *Deceased.*

William B. Way, KVOO, Tulsa, Okla.
(District 12: Kansas, Oklahoma)

Hugh A. L. Halff, WOAI, San Antonio.
(District 13: Texas)

Ed Yocum, KGHL, Billings, Mont.
(District 14: Colorado, Idaho, Utah, Wyoming, Montana, South Dakota, including the counties of Fall River, Shannon, Bennett, Todd, Mellette, Waushabaugh, Washington, Custer, Pennington, Jackson, Jones, Stanley, Haakon, Meade, Lawrence, Butte, Harding, Perkins, Ziebach, Armstrong, Dewey and Corson)

Arthur Westlund, KRE, Berkeley, Cal.
(District 15: California, excluding the counties of San Luis Obispo, Kern, San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Diego and Imperial; Nevada and Hawaii)

Calvin J. Smith, KFAC, Los Angeles, Cal.
(District 16: Arizona; California, including the counties excepted in District 15; New Mexico)

Harry R. Spence, KXRO, Aberdeen, Wash.
(District 17: Alaska, Oregon, Washington)

Directors at Large

Large Stations

Edwin W. Craig, WSM, Nashville, Tenn.
J. O. Maland, WHO, Des Moines, Ia.

Medium Stations

Eugene P. O'Fallon, KFEL, Denver, Col.
Don S. Elias, WWNC, Asheville, N. C.

Small Stations

Herbert Hollister, KANS, Wichita, Kan.
James W. Woodruff Jr., WRBL, Columbus, Ga.

Network

Paul W. Kesten, CBS, New York
Frank M. Russell, NBC, Washington, D. C.

COMMITTEES

CODE COMMITTEE—Earl J. Glade, KSL, S Lake City, *chairman:* William B. Quarton, WM Cedar Rapids, Ia.; Edney Ridge, WBIG, Gree boro, N. C.; Grant F. Ashbacker, WKBZ, Mus gon, Mich.; Arden X. Pangborn, KGW-KEX, Po land, Ore.; Jan Schimek, CBS, New York; L B. Wailes, Westinghouse Radio Stations Inc., Ph adelphia; Stockton Helffrich, NBC, New Yo William B. Way, KVOO, Tulsa, Okla.

RETAIL PROMOTION COMMITTEE—Paul W Morency, WTIC, Hartford, *chairman;* Dietri Dirks, KTRI, Sioux City, Ia.; Sherman D. Gregor WEAF, New York; Arthur Hull Hayes, WAB New York; Walter Johnson, WTIC, Hartfor John M. Outler Jr., WSB, Atlanta; Robert Bausman, WISH, Indianapolis, Ind.; Gene Cagle, Texas State Network; Kenneth K. Hack thorn, WHK-WCLE, Cleveland; C. L. McCart KQW, San Francisco; Oliver Runchey, KO Seattle, Wash.

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SALES MANAGERS COMMITTEE—Charles Philips, WFBL, Syracuse, N. Y.; John E. Surri WFIL, Philadelphia; John M. Outler Jr., WS Atlanta; William I. Orr, WBNS, Columbus, O Sam H. Bennett, KMBC, Kansas City; Jack Ke ler, WOAI, San Antonio; W. E. Wagstaff, KDY Salt Lake City; Wilt Gunzendorfer, KSRO, San Rosa, Cal.; Charles A. Storke, KTMS, Santa Bar bara, Cal.; Kingsley F. Horton, WEEI, Boston J. Dudley Saumenig, WIS, Columbia, S. C.; J. C Eggleston, WMC, Memphis, Tenn.; J. B. Conley WOWO, Fort Wayne, Ind.; James F. Kyle WCLO, Janesville, Wis.; Clark A. Luther, KFH Wichita, Kan.; W. B. Stuht, KOMO-KJR, Seattl Wash.; Thomas G. Gavin, WEBC, Duluth Min

LABOR EXECUTIVE COMMITTEE—Ralph Brunton, KJBS, San Francisco; Martin B. Cam bell, WFAA, Dallas; John Elmer, WCBM, Balt more; W. E. Hutchinson, WAAF, Chicago; Hen P. Johnston, WSGN, Birmingham.

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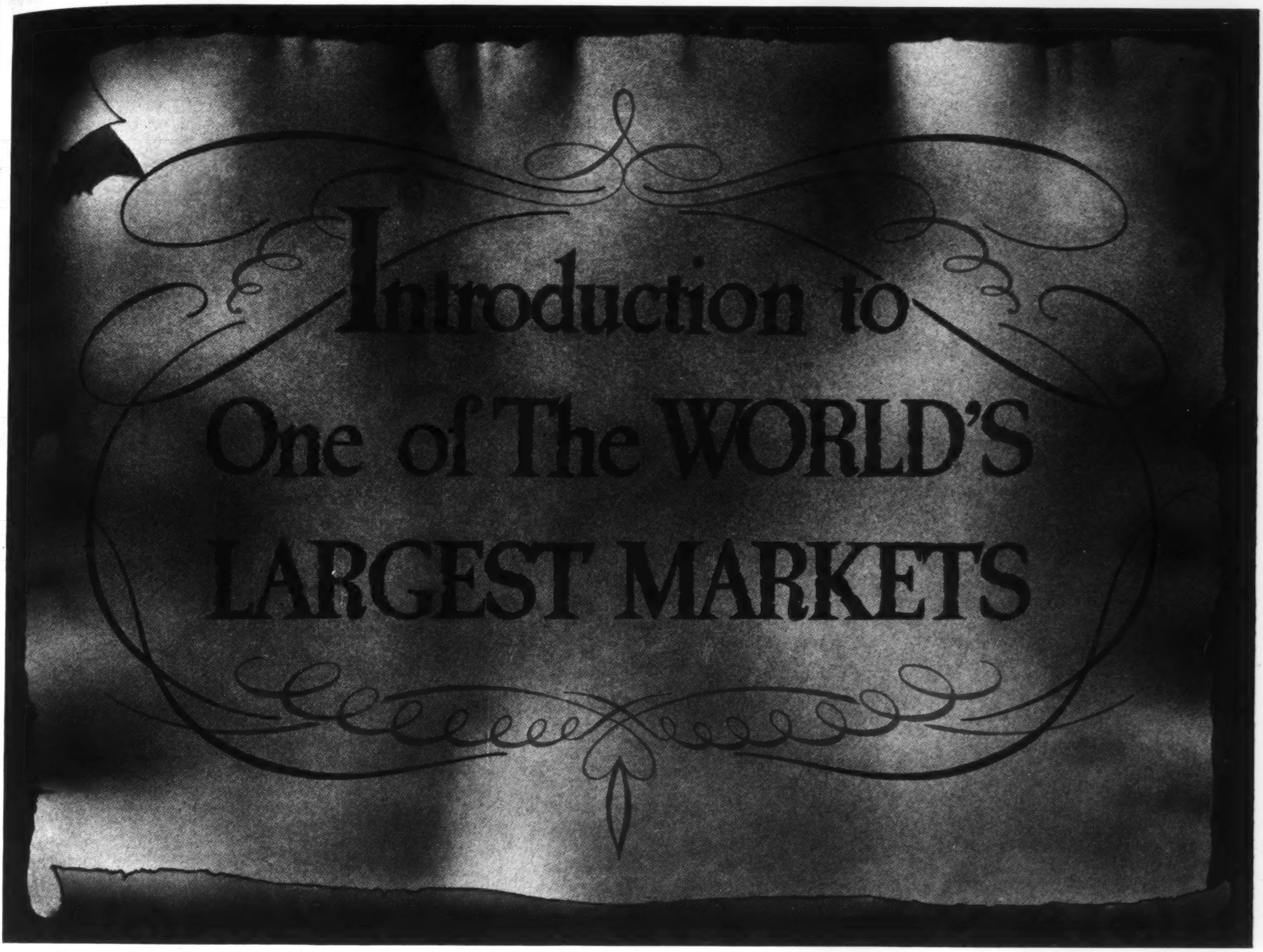
Paul F. Godley

Consulting Radio Engineer

Phone:
Montclair (N. J.) 2-7859



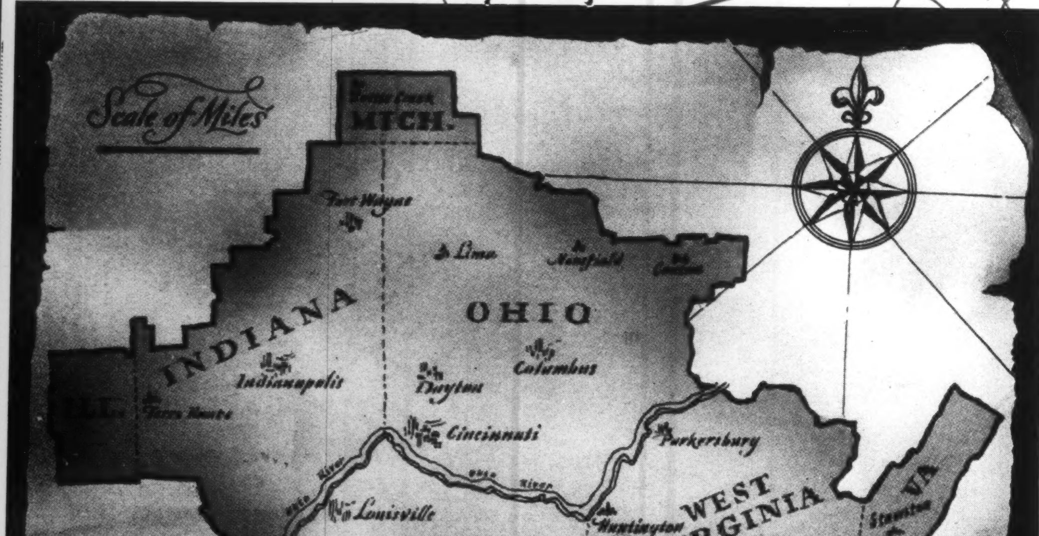
WHEN you buy WLW, you are probably buying at the lowest cost per impression in modern advertising. For the WLW market contains over twelve million people who buy more drug and grocery products than are sold in the five boroughs of New York and the city of Chicago combined. The breadth as well as the intensity of WLW listening, together with the cooperation given us by the wholesale and retail dealers who move your merchandise, form one of the most effective means of directing the distribution and sale of consumer goods products in the history of merchandising.

WLW

The Nation's Most Merchandise-able Station

DIVISION OF THE CROSLEY CORPORATION

The Four WLW Merchandise-able Areas*



Scale of Miles
Battle Creek
MICH.
Fort Wayne
Lima
Mansfield
Canton
INDIANA
OHIO
Indianapolis
Columbus
Dayton
ILL.
Terre Haute
Cincinnati
Parkersburg
Ohio River
Louisville
Huntington
WEST VIRGINIA
VA.
Staunton
Lexington
KENTUCKY
Somerset

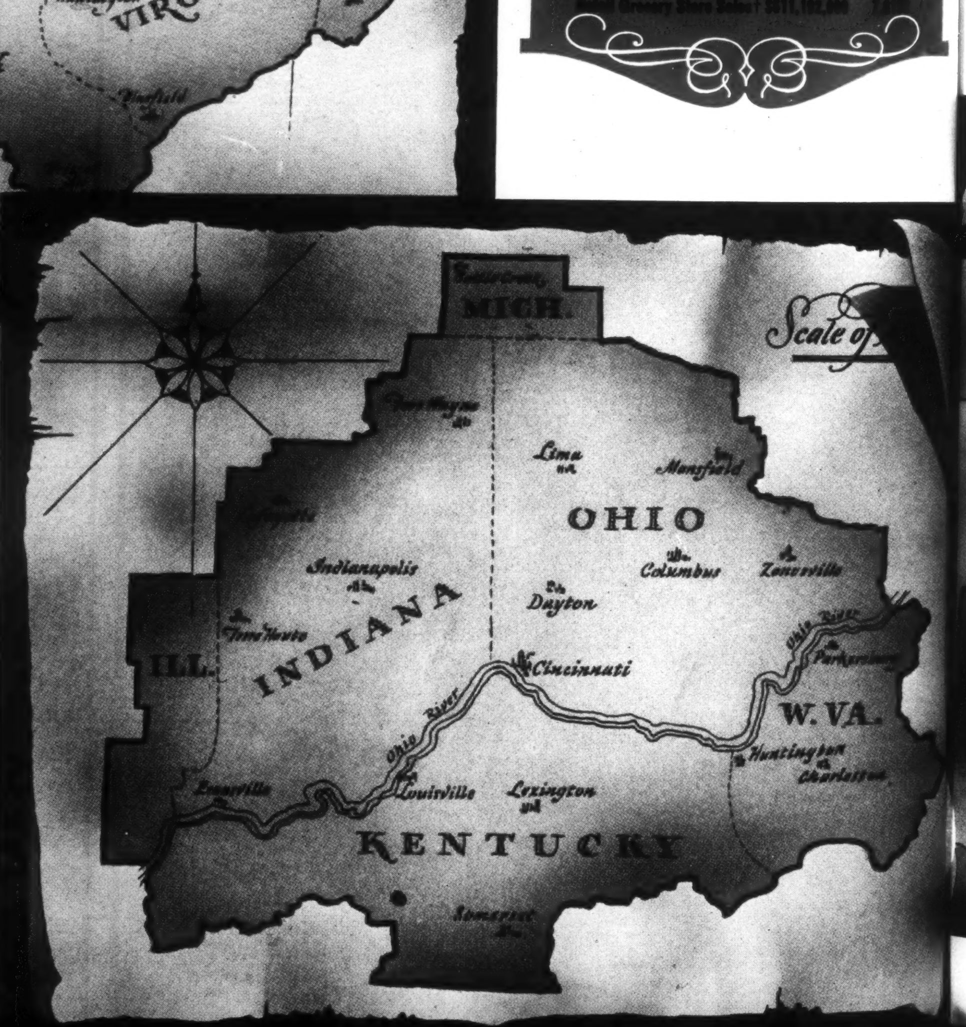
Morning

	NUMBER	% U.S.A.
Total Population	11,310,254	8.5916
Radio Families*	2,471,713	8.5718
Urban*	1,349,044	7.1298
Rural*	1,122,669	11.3231
Rural—Nonfarm*	613,028	10.0939
Rural—Farm*	507,974	11.8796
Farms	667,872	10.8413
Income Tax Returns‡	476,869	6.3582
Retail Drug Stores	4,171	7.3934
Retail Drug Store Sales†	$114,135,000	7.3846
Retail Grocery Stores	39,006	10.6728
Retail Grocery Store Sales†	$611,192,000	7.8[illegible]

*These maps do not define the limits of WLW coverage, which extends into portions of several additional states. They indicate the 38 markets in which advertising over WLW enjoys a high degree of merchandise ability with the retailers and wholesalers who move your merchandise

Afternoon

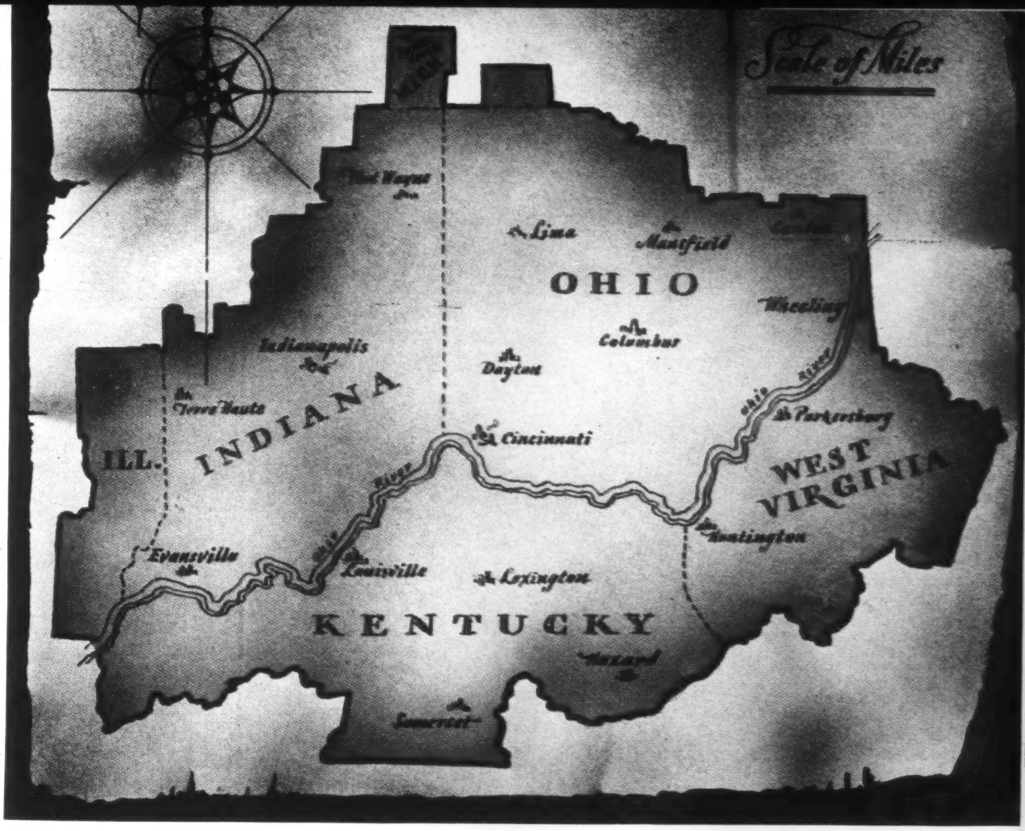
	NUMBER	% U.S.A.
Total Population	10,258,100	7.7904
Radio Families*	2,326,402	8.0671
Urban*	1,300,124	6.8706
Rural*	1,026,278	10.3510
Rural—Nonfarm*	520,736	9.2228
Rural—Farm*	455,364	10.6600
Farms	604,775	9.9196
Income Tax Returns‡	435,647	5.7182
Retail Drug Stores	4,041	6.9789
Retail Drug Store Sales†	$100,206,000	6.9802
Retail Grocery Stores	36,237	9.8554
Retail Grocery Store Sales†	$571,800,000	7.3546



Battle Creek
MICH.
Scale of
Fort Wayne
Lima
Mansfield
OHIO
Lafayette
Indianapolis
Columbus
Zanesville
Dayton
Terre Haute
ILL.
INDIANA
Cincinnati
Ohio River
Parkersburg
W. VA.
Huntington
Charleston
Evansville
Louisville
Lexington
KENTUCKY
Somerset

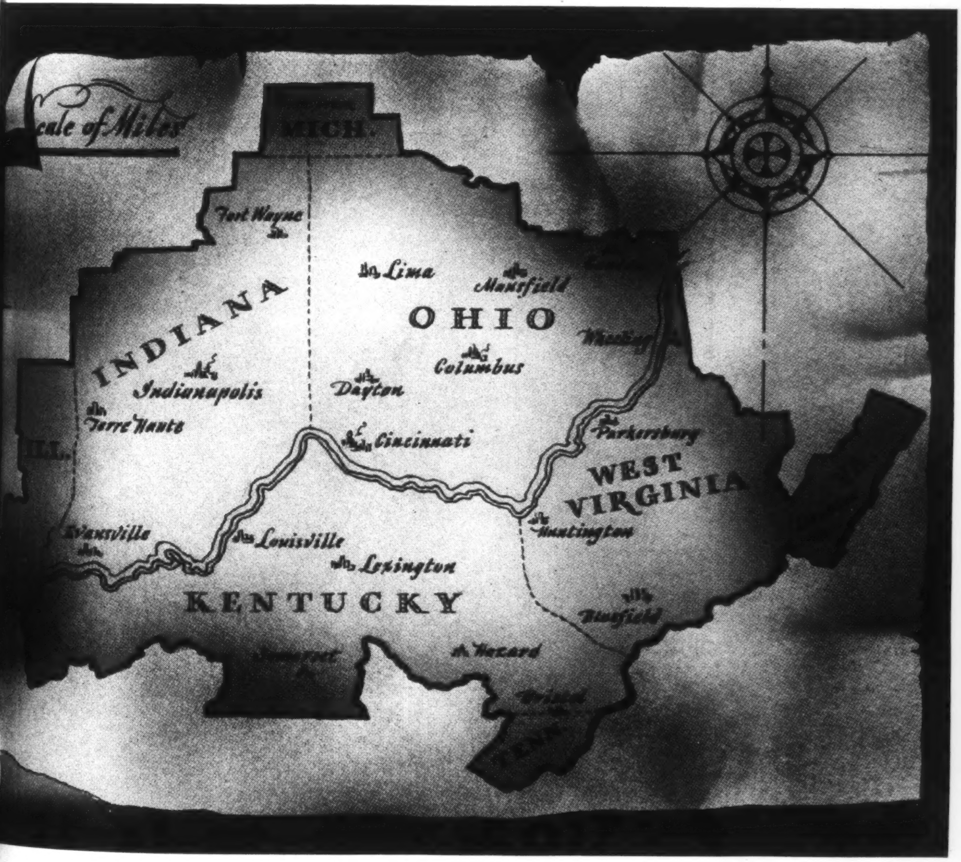
A glance at any one of these maps indicates why WLW cannot be evaluated in the same manner as other powerful stations.

Because of the wide coverage of WLW, and the number and diversity of the markets we reach, we have devised a scientifically accurate method of allocating the WLW radio dollar to 345 Midwestern counties in these Merchandise-able Areas. Since its publication, an increasing number of WLW advertisers have found the Cost Allocation Study helpful in making more effective use of the station that influences so greatly the buying preferences of millions of Midwestern listeners.


Scale of Miles
MICH.
Fort Wayne
Lima
Mansfield
Canton
OHIO
Wheeling
Indianapolis
Columbus
Dayton
INDIANA
Terre Haute
Cincinnati
Ohio River
Parkersburg
ILL.
WEST VIRGINIA
Huntington
Evansville
Louisville
Lexington
KENTUCKY
Hazard
Somerset

Early Evening

	NUMBER	% U. S. A.
Total Population	11,439,481	8.6800
Radio Families*	2,551,285	8.8460
Urban*	1,420,738	7.5070
Rural*	1,130,547	11.4020
Rural—Nonfarm*	593,122	10.5106
Rural—Farm*	487,341	11.4063
Farms	663,533	10.8808
Income Tax Returns‡	486,418	6.3846
Retail Drug Stores	4,341	7.4079
Retail Drug Store Sales†	$117,000,000	7.4891
Retail Grocery Stores	39,677	10.2436
Retail Grocery Store Sales†	$881,970,000	8.1848


Scale of Miles
MICH.
Fort Wayne
Lima
Mansfield
OHIO
Wheeling
INDIANA
Indianapolis
Columbus
Dayton
Terre Haute
Cincinnati
Parkersburg
ILL.
WEST VIRGINIA
Evansville
Louisville
Huntington
Lexington
KENTUCKY
Bluefield
Somerset
Hazard
Bristol
TENN.

Night

	NUMBER	% U. S. A.
Total Population	12,000,902	9.5700
Radio Families*	2,747,420	9.9271
Urban*	1,481,940	7.8265
Rural*	1,266,401	12.7728
Rural—Nonfarm*	670,400	11.8788
Rural—Farm*	545,815	12.7779
Farms	748,500	12.2748
Income Tax Returns‡	520,760	6.8355
Retail Drug Stores	4,664	8.0540
Retail Drug Store Sales†	$126,850,000	8.0672
Retail Grocery Stores	43,334	11.1619
Retail Grocery Store Sales†	$636,522,000	8.8131

SOURCES: Sixteenth Census of U. S., 1940. *All figures projected by NAB Research Dept., from 1940 U. S. Census of Housing Data. ‡Individual income tax returns for 1939 filed in 1940. Bureau of Internal Revenue. †U. S. Dept. of Commerce, Census of Business, 1939 (Grocery and Combination Stores.)

WSAI SELLS *everything* IN CINCINNATI- *year after year!*

WSAI SELLS APPLIANCES

6 years — "CANAL DAYS."

WSAI SELLS CEREAL and GASOLINE

Used WSAI's coverage of Cincinnati Reds' ball games EXCLUSIVELY in '42.

WSAI SELLS BREAD

5 years — "FANS IN THE STANDS."

WSAI SELLS DRY CLEANING

6 years — NEWS.

WSAI SELLS FURNITURE

5 years — "REVOLVING BANDSTAND."

WSAI KEEPS SELLING REGULARLY ... IN EVERY "DEPARTMENT"

Leading department store renewed daily quarter hour for TENTH CONSECUTIVE TIME.

WSAI SELLS COAL

4 yrs. — "COL. CUMQUATT."

CINCINNATI'S LARGEST NEWS SCHEDULE FOR ONE ADVERTISER

36 News Shows Weekly sponsored by Kellogg Products.

popularity plus- WSAI does a good selling job because of its popularity and cooperative dealer relations . . . PLUS aggressive merchandising methods that keep selling your program and product from broadcast to point of sale.

A GOOD STATION IN A FINE MARKET

WSAI'S SALES AIDS

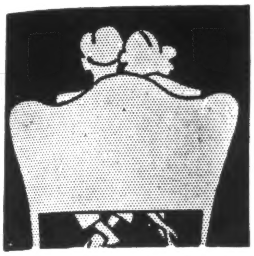
1. Street car and bus cards
2. Neon Signs
3. Display Cards
4. Newspaper Ads
5. Taxicab Covers
6. Downtown Window Displays
7. House-organ
8. "Meet the Sponsor" Broadcast

WSAI

CINCINNATI'S OWN STATION

NBC & BLUE NETWORKS—5000 Watts Day and Night

Represented by Spot Sales, Inc.



Have You Had a Date With—

the "sweetest" girl in all the Rockies? If you haven't, you've been missing something!

OF AGE? Just turned 18 — young enough to have the enthusiasm of youth — old enough to know what it's all about!

POPULAR? She's the talk of the Great Salt Lake Valley, and that's something!

BOYFRIENDS? Of course! She has childhood sweethearts by the couch-full—most of whom are asking for dates now more than ever! They're from prominent families out this way—for only a few:

WESTERN AUTO
BENEFICIAL LIFE INSURANCE CO.
SCOWCROFT'S
UTAH CHAIN STORE ASSN.
FEDERAL BUILDING & LOAN
BOYLE FURNITURE COMPANY
ANDERSON JEWELRY COMPANY
FIRST SECURITY BANK
STANDARD OPTICAL COMPANY

A HOME TOWN GIRL? Not when it comes to knowing the boys from out of town! They come from all America for dates with her. She made more new boyfriends during the past year than any of her illustrious sisters —for only a few:

KELLOGG'S
CONTINENTAL BAKING
"666"
ITALIAN SWISS COLONY WINE
CONTINENTAL OIL
ROMA WINE
WHITE OWL CIGARS
BARBASOL
CARTER'S LITTLE LIVER PILLS
CAMPANA ITALIAN BALM
SHERWIN-WILLIAMS
GILLETTE
CRESTA BLANCA WINE
STUDEBAKER
FEEN-A-MINT
ELIZABETH ARDEN

CHEAP? Only in the sense that she doesn't expect her boyfriends to spend a lot of money on her! She's no gold digger!

MUTUAL'S BASIC AFFILIATE FOR "THE GREAT SALT LAKE VALLEY"

KLO

With Studios in Salt Lake City and Ogden
Represented by
JOSEPH HERSHEY McGILLVRA INC.
NEW YORK • LOS ANGELES
CHICAGO • SAN FRANCISCO

RADIO CORRESPONDENTS GALLERIES
Of Congress

Fred W. Morrison, *President* ———————— *Secretary*
Eric Sevareid, *Vice President* Earl Godwin, *Treasurer*
H. R. Baukhage, *Ex Officio*
Telephone: National 3120

House Gallery Extensions: 1410 and 1411
Senate Gallery Extensions: 1263 and 1264
Superintendent of House Gallery—Robert M. Menaugh
Superintendent of Senate Gallery—D. Harold McGrath

Active Members as of Jan. 1, 1943

Network, Station or Service	Name	Office
Atlantic Coast Network	Richard Eaton	3051 Idaho Ave.
Baukhage Radio Associates	Pauline Frederick	1343 H St.
Columbia Broadcasting System	Eric Sevareid	853 Earle Bldg.
	Albert N. Dennis	853 Earle Bldg.
	Ann Gillis	817 Earle Bldg.
	Albert C. Leitch	853 Earle Bldg.
	Ernest D. McIver, Jr.	853 Earle Bldg.
	John K. Purcell	853 Earle Bldg.
	Lewis W. Shollenberger	853 Earle Bldg.
	Albert L. Warner[1]	853 Earle Bldg.
	Leigh White	853 Earle Bldg.
Mutual Broadcasting System	Fulton Lewis, Jr.	1627 K St.
	Frank S. Blair, Jr.[1]	1627 K St.
	Robert T. Brooks[1]	1627 K St.
	Walter Compton	1627 K St.
	Madeline Ensign Cronan	1627 K St.
	Jean Hatton	1627 K St.
	Stephen J. McCormick[1]	1627 K St.
	Fred W. Morrison	1627 K St.
	Billy Repaid	1627 K St.
National Broadcasting Co.	Morgan Beatty[2]	724 14th St.
	Leif Eid	724 14th St.
	Richard L. Harkness	724 14th St.
	Thomas E. Knode[1]	724 14th St.
	Carey Longmire	724 14th St.
	Ralph H. Peterson	724 14th St.
	Leonard Schleider	724 14th St.
	Robert St. John	724 14th St.
The Blue Network	H. R. Baukhage	1343 H St.
	Earl Godwin	724 14th St.
	Joan Harding	724 14th St.
	Phillip N. Joachim	724 14th St.
	William Hillman	724 14th St.
	William R. McAndrew	724 14th St.
	Raymond Gram Swing	1613 19th St.
	Jerry Allen (Miss)	1613 19th St.
Transradio Press Service	Rex Goad	1256 National Press Bldg.
	Don Cook	1256 National Press Bldg.
	Elizabeth Donohue	1256 National Press Bldg.
	Clifford G. McCarthy[1]	1256 National Press Bldg.
	Robert E. Lee Moore	1256 National Press Bldg.
	John Norman[1]	1256 National Press Bldg.
	William H. Pickens	1256 National Press Bldg.
	Macon Reed, Jr.[1]	1256 National Press Bldg.
	Dorothy C. Rockwell	1256 National Press Bldg.
	Merlin F. Stonehouse	1256 National Press Bldg.
	Frederic B. Tuttle	1256 National Press Bldg.
WMAL—The Evening Star Station	William Neel	724 14th St.
	Peter Cousins	724 14th St.
	Wm. Enders Coyle[1]	724 14th St.
	George Gow	724 14th St.
	Daniel J. Regan	724 14th St.
Yankee Network (Boston)	Francis W. Tully, Jr.[1]	1215 National Press Bldg.

[1] On leave of absence during service in the armed forces of the United States.
[2] Now on London staff of NBC.

Associate Members as of Jan. 1, 1943

Affiliation	Name	Address
Columbia Broadcasting System	George Fielding Eliot	485 Madison Ave., N. Y.
	Robert Trout	485 Madison Ave., N. Y.
	Paul W. White	485 Madison Ave., N. Y.
	Robert D. Wood	485 Madison Ave., N. Y.
	Fox Case	CBS Hollywood
Don Lee Network	John B. Hughes	1000 Van Ness Ave., San Francisco
Mutual Broadcasting System	Dave Driscoll	1440 Broadway, N. Y.
National Broadcasting Co.	Don Goddard	30 Rockef'l'r Plaza, N. Y.
	H. V. Kaltenborn	30 Rockef'l'r Plaza, N. Y.
	Lowell Thomas	30 Rockef'l'r Plaza, N. Y.
	John W. Vandercook	30 Rockef'l'r Plaza, N. Y.
	Max Jordan	30 Rockef'l'r Plaza, N. Y.
Transradio Press Service	Herbert Moore	521 Fifth Ave., N. Y.
	Dixon Stewart	521 Fifth Ave., N. Y.
	Charles Hodges	521 Fifth Ave., N. Y.
KMBC, Kansas City, Mo.	Erle H. Smith	KMBC, Kansas City
KTSA, San Antonio, Tex.	Charles C. Shaw	KTSA, San Antonio
KWK, St. Louis, Mo.	Leland L. Chesley	KWK, St. Louis
KYW, Philadelphia, Pa.	James A. Aull	KYW, Philadelphia
WGAR, Cleveland, O.	Kay Halle	WGAR, Cleveland
WIL, St. Louis, Mo.	Melvin Kampe	WIL, St. Louis
WINS, New York, N. Y.	Jerome J. Karpf Jr.	WINS, N. Y.
	Bernard Estes	WINS, N. Y.
	Maurice C. Dreicer	998 Fifth Ave., N. Y.
WKAT, Miami Beach, Fla.	Leslie B. Bain	WKAT, Miami Beach
WMCA, New York, N. Y.	Leon Goldstein	WMCA, N. Y.
WKY, Oklahoma City, Okla.	Robert M. Eastman	WKY, Oklahoma City
WNBF, Binghamton, N. Y.	Jack J. Hand	WNBF, Binghamton

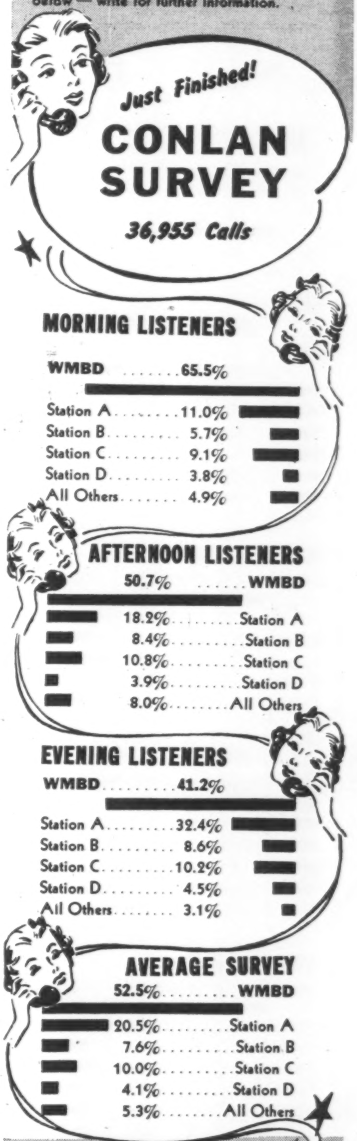
WMBD

THE ONE MEDIUM THAT BLANKETS THE PEORIAREA

★ A RICH MARKET FOR *right now!*

★ A RICH MARKET FOR *after the war!*

Peoriarea's diversification of industry and agriculture makes it a top market through good times and bad. Industries here have war orders — but not in such volume that upsetting economic reaction will follow peace. And — WMBD is the ONE medium that blankets Peoriarea! Check the figures below — write for further information.



PEORIA BROADCASTING CO.
Alliance Life Bldg. Peoria, Illinois

FREE & PETERS, Inc.
Exclusive National Representatives

WMBD is a member of CBS

Program Popularity in 1942

By A. W. LEHMAN

Manager, Cooperative Analysis of Broadcasting (CAB)

THE YEAR 1942 was the first calendar year in which American radio broadcast the wares of its advertisers under the shadow of war—a global war for the survival of a way of life and the nation. Under the impact of war, the radio record of the year revealed a fulfillment of its promise rather than any widespread change in listening habits.

With a growth in audiences throughout the year, radio revealed itself as a powerful channel of information. In World War I, radio telegraphy—the wireless—was only a means of communication. In the years between, radio grew to maturity as an advertising medium, as a source of entertainment and culture, and even a vehicle of education. But the demands of World War II have given radio the opportunity to show its ability to reach and speak to the people of the nation.

War Messages

Within the month between Pearl Harbor and the New Year of 1942, radio demonstrated not only its great social force, but its vast audience potentials. During those days when public interest was at full pitch, our President twice obtained phenomenal record-breaking audiences expressed in the twin CAB ratings of 83%.

After Americans recovered somewhat from the shock of the not-wholly-unexpected, but treacherous outbreak of war, there was a slight decline in the size of President Roosevelt's radio audiences. His broadcasts, however, continued to draw twice the listeners of his 1941 pre-Pearl Harbor addresses. Four talks measured by CAB between March 15 and Dec. 1, 1941, averaged 31%, while five Presidential addresses of 1942 were recorded at from 45.8 to 83% and yielded an average of 61%.

These Presidential addresses, broadcast over all the major networks, were rated as follows:

Jan. 6, Roosevelt's Address to 77th Congress, 12:30 p.m., 52.0.
Feb. 23, Roosevelt, "Progress of the War", 10:00 p.m., 83.0.
April 28, Roosevelt, "War Economy", 10:00 p.m., 69.5.
Sept. 7, Roosevelt, "Cost of Living", 9:30 p.m., 55.8.
Nov. 17, Roosevelt, Herald Tribune Forum Address, 10:30 p.m., 45.8.

The address on the "Progress of the War" tied two previous broadcasts at the all-time high. The April 28 talk on War Economy ranked fifth among the President's radio efforts, being just a few points behind his famous Greer Incident speech in the fall of 1941 which was recorded at 72.5.

I—Set-Owners Hearing One or More News Broadcasts

(Based on Wednesday night first nine months of 1942 vs. first nine months of 1941)

	Between 5 - 7 P. M.		*Between 7 - 9 P. M.*		*Between 9 - 12 P. M.*	
	1941	*1942*	*1941*	*1942*	*1941*	*1942*
January	27.7%	35.3%	12.6%	17.2%	18.3%	21.5%
February	25.0	31.6	10.5	15.9	19.0	22.3
March	27.7	29.8	10.5	15.6	17.9	21.0
April	26.1	25.9	10.8	12.1	16.6	17.6
May	21.5	22.8	9.6	12.0	18.1	18.2
June	20.3	26.6	8.5	12.3	15.9	15.4
July	18.1	26.5	9.8	8.9	14.4	25.2
August	18.6	24.2	9.3	12.3	15.7	15.9
September	19.6	35.4	9.3	12.8	16.9	17.7
Average—First Quarter	26.8	32.2	11.2	16.2	18.4	21.6
Average—Second Quarter	22.8	25.1	9.6	12.2	16.9	17.1
Average—Third Quarter	19.4	28.7	9.5	11.3	15.7	19.6
Average—Nine Months	23.0	28.7	10.1	13.2	17.0	19.4

II—Monthly Ranking of the Ten Leaders For Seven Winter Months—1942

	For the Period	*Jan.*	*Feb.*	*March*	*April*	*Oct.*	*Nov.*	*Dec.*
Fibber McGee & Molly	1	1	1	3	1	2	1	2
Jack Benny	2	2	3	1	3	3	2	3
Chase & Sanborn	3	3	2	2	2	4	3	1
Bob Hope	4	6	5	6	NB	1	4	4
Aldrich Family	5	4	4	4	4	5	6	9
Lux Radio Theatre	6	5	6	5	5	7	5	6
Maxwell House	7	7	7	7	6	10	8	8
Kraft Music Hall	8	10	8	9	7	8	7	5
Walter Winchell	9	9	9	12	13	9	11	NB
Kate Smith Hour	10	8	10	8	10	13	15	15

NB—Not Broadcast.

III—Monthly Ranking of the Ten Leaders For Five Summer Months—1942

	For the Period	*May*	*June*	*July*	*Aug.*	*Sept.*
Chase & Sanborn	1	1	1	NB	NB	1
Lux Radio Theatre	2	3	3	NB	NB	3
Aldrich Family	3	2	2	NB	1	2
Kraft Music Hall	4	6	4	*	2	5
Maxwell House-a	5	5	5	4	4	4
Mr. District Attorney	6	4	6	3	3	7
Jergens Journal—Walter Winchell	7	7	7	2	*	8
Hit Parade	8	8	8	1	5	10
One Man's Family	9	9	10	5	7	6
Rudy Vallee	10	10	9	*	6	9

* Not rated.
a—also called Post Toasties Time.
NB—Not broadcast. Only programs broadcast three or more months out of the five summer months were used for the purpose of this analysis.

Two of Prime Minister Winston Churchill's orations were rated by CAB during 1942. One broadcast on Feb. 15 was scored at 41% of radio set-owners, while he was rated 27.4 on May 10. Both were on Sunday afternoon. The Feb. 15 broadcast, Churchill's second most popular effort, was surpassed only by his famous speech before a joint session of the Congress of the United States (Dec. 26, 1941). The May 10 talk ranked third among the six Churchill addresses which the CAB has measured since earlier in 1941.

An increase in a fortnight's time of 30 to 40% in listening—same programs, same days of the week—could only have provoked outspoken disbelief at any time before America went to war. But the shifting tides of battle in the global war have produced these sharp shifts in listening to radio news programs.

The American landing in North Africa is a case in point. Loudspeakers pouring out reports of action at Oran, Algiers, Casablanca, and other African ports attracted listeners who saw the dawn of victory in the efficient display of Anglo-American initiative.

CAB investigation of listening Nov. 8, 9 and 10—the troop landings began Nov. 7—found that commercial network news broadcasts had an average rating of 8.9 by day-part and 9.5 by coincidental. Two weeks earlier, and on the same days of the week, Oct. 25, 26 and 27, news programs had a day-part average of 6.2 and a coincidental rating of 7.3. The rise in the day-part average amounted to a fat 43.5%, while for the coincidental audience score it was a fulsome 30.1%. Either gain was unmistakable evidence again, and for the umpteenth time, that war news has a compelling urgency absent in the peacetime affairs of the world.

But increases in news listening were not confined solely to commercial network news programs. Probably the most outstanding radio development in 1942 was the marked rise in listening to all news programs as shown in Table I.

Nighttime Leaders

For December, 1942, the 20 programs the CAB scored as nighttime leaders, listed in order of the size of their ratings, were:

Chase and Sanborn Program
Fibber McGee and Molly
Jack Benny
Pepsodent Program—Bob Hope
Kraft Music Hall
Lux Radio Theatre
Red Skelton
Maxwell House Coffee Time
The Aldrich Family
Kay Kyser
Rudy Vallee
Fitch Bandwagon
Mr. District Attorney
Time to Smile—Eddie Cantor
Kate Smith Hour
One Man's Family
Hit Parade
Texaco Star Theatre—Fred Allen
Abie's Irish Rose
The Great Gildersleeve

In comparison with the year before there is little change in this roster of radio's great productions. The programs that were not in the previous year's list are: Rudy Vallee, Mr. District Attorney, Hit Parade, Abie's Irish Rose and The Great Gildersleeve. Of these five, two—Abie's Irish Rose and The Great Gildersleeve—are relatively new to radio. The former, a radio version of one of Broadway's famous attractions, was first broadcast in January, 1942, earning an initial rating of 11.8. The Great Gildersleeve made his debut in September, 1941, with an opening score of 5.6. There again is the evidence that many leading radio programs start with modest, if not low, ratings.

In Table II the ten nighttime leaders for the winter months—the traditional standard time period—are given by rank. Changes in po-

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

By night as well as by day

YOUNGSTOWN SKIES ARE BRIGHT

● Advertisers cannot afford to overlook this rich market of 372,428 people (106,000 radio homes) and approximately $200,000,000 annual retail sales.

For information as to what C. E. Hooper, Inc., learned of the listening habits of this, Ohio's third largest trade area and the 34th metropolitan district in the U. S., address

WFMJ

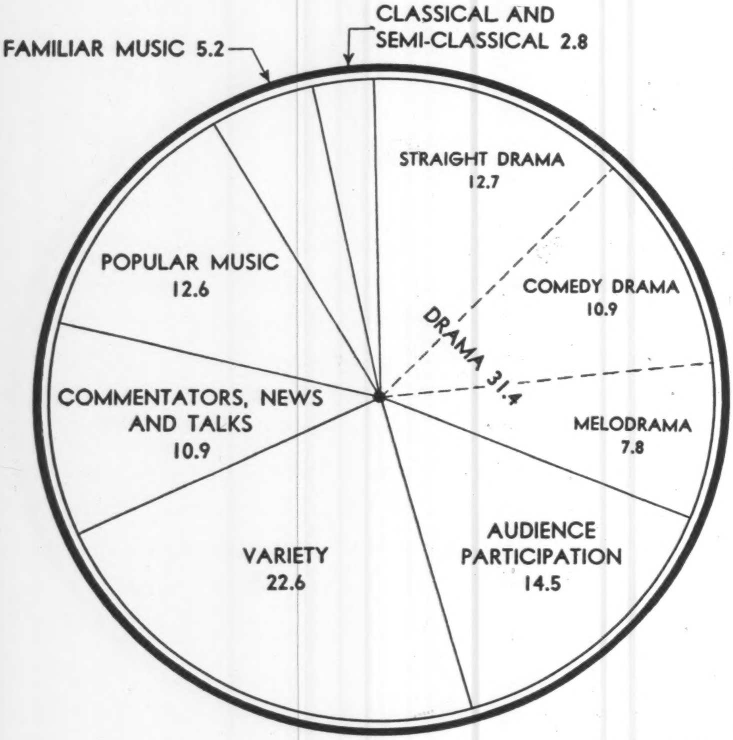
Youngstown, Ohio

Member of the Blue Network

Headley-Reed Co., *National Representatives*

New York • Chicago • Detroit • Atlanta • San Francisco

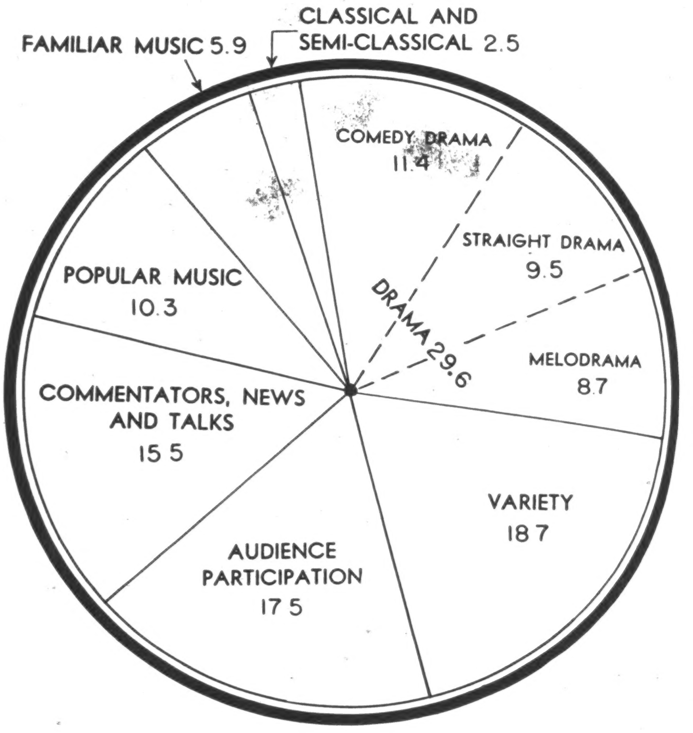
IV—Comparison by Program Types of Ratings And Amount of Time on the Air
Nighttime Programs
(October 1941-April 1942)



Type of Program	Ratings Average	Ratings Rank	Range Low	Range High	No. of Programs	Amount of Time On The Air % of Time	Amount of Time On The Air Rank in % of Time
Variety	16.1	1	1.9	36.5	29	22.6	2
Audience Participation	11.4	2	2.1	22.4	22	14.5	3
Drama							
Straight	12.4		5.7	31.6	19	12.7	
Comedy	10.9		3.5	33.1	14	10.9	
Melodrama	9.9		4.8	20.9	12	7.8	
All Drama	11.3	3	3.5	33.1	45	31.4	1
Popular Music	8.7	4	1.8	21.9	13	12.6	4
Classical & Semi-classical Music	8.4	5	2.8	13.3	4	2.8	7
Familiar Music	7.4	6	1.7	11.6	8	5.2	6
Commentators, News, Talks	5.3	7	1.0	22.7	19	10.9	5

NOTE—Each program type has been allotted the number of hours which all programs in that type represent. The chart is based on the table of program types. Fifteen-minute programs five times a week rate as 1¼ hours per week, 15-minute programs 3 times a week ¾ hour, etc.

V—Comparison by Program Types of Ratings and Amount of Time on the Air
Nighttime Programs
(May-September 1942)



Type of Program	Ratings Average	Ratings Rank	Range Low	Range High	No. of Programs	Amount of Time on the Air % of Time	Amount of Time on the Air Rank in % of Time
Variety	13.4	1	1.6	34.3	32	18.7	2
Drama							
Straight	10.0		3.3	24.8	16	9.5	
Melodrama	8.1		2.7	18.4	9	8.7	
Comedy	9.1		3.0	24.6	13	11.4	
All Drama	9.2	2	2.7	24.8	38	29.6	1
Audience Participation	8.3	3	2.0	15.3	21	17.5	3
Familiar Music	7.6	4	4.8	9.6	7	5.9	6
Popular Music	6.9	5	2.4	16.3	12	10.3	5
Semi-classical	5.7	6	2.7	7.5	3	2.5	7
Commentators, news, talks	4.9	7	1.7	17.4	17	15.5	4

NOTE—Each program type has been allotted the number of hours which all programs in that type represent. The chart is based on the table of program types. Fifteen-minute programs five times a week rated as 1¼ hours per week, 15-minute programs 3 times a week ¾ hour, etc.

sition during the seven months are few. Eight of the ten were among the ten leaders for the same months of 1941. New to this group, when compared with the same period of 1941, are Kraft Music Hall and Walter Winchell.

A noteworthy development in network radio during the summer months of 1942, the traditional daylight saving period, is the stability in the rankings of the leaders (Table III). This lack of fluctuation is particularly significant in comparison with the wide variations which have occurred regularly in many previous summers.

Leading Daytime Programs

The network weekday leaders of December, 1942, in the order of the size of their ratings, were:

Kate Smith Speaks
Big Sister
Our Gal, Sunday
Romance of Helen Trent
Ma Perkins
Life Can Be Beautiful
Right to Happiness
Aunt Jenny's Stories
Road of Life
Pepper Young's Family

Seven of the ten were also on the previous year's roll of leaders, while three appeared among the ten having the largest audiences during December, 1940. The three which were not on the 1941 roster are: Big Sister, Aunt Jenny's Stories, and Pepper Young's Family. All, however, are relatively old serials having been broadcast for at least five years.

Like the nighttime list, the daytime schedule discloses little change during the past year.

The foregoing group lists only 15-minute programs broadcast each weekday—that is, Monday to Friday, inclusive. If the Sunday presentations were added, three more programs would be included: The Pause That Refreshes On The Air, Prudential Family Hour, and William R. Shirer. These would place respectively in fourth, sixth, and seventh positions. In the previous year these same programs not only placed among the leading daytime productions, but two of them outrated the weekday offerings.

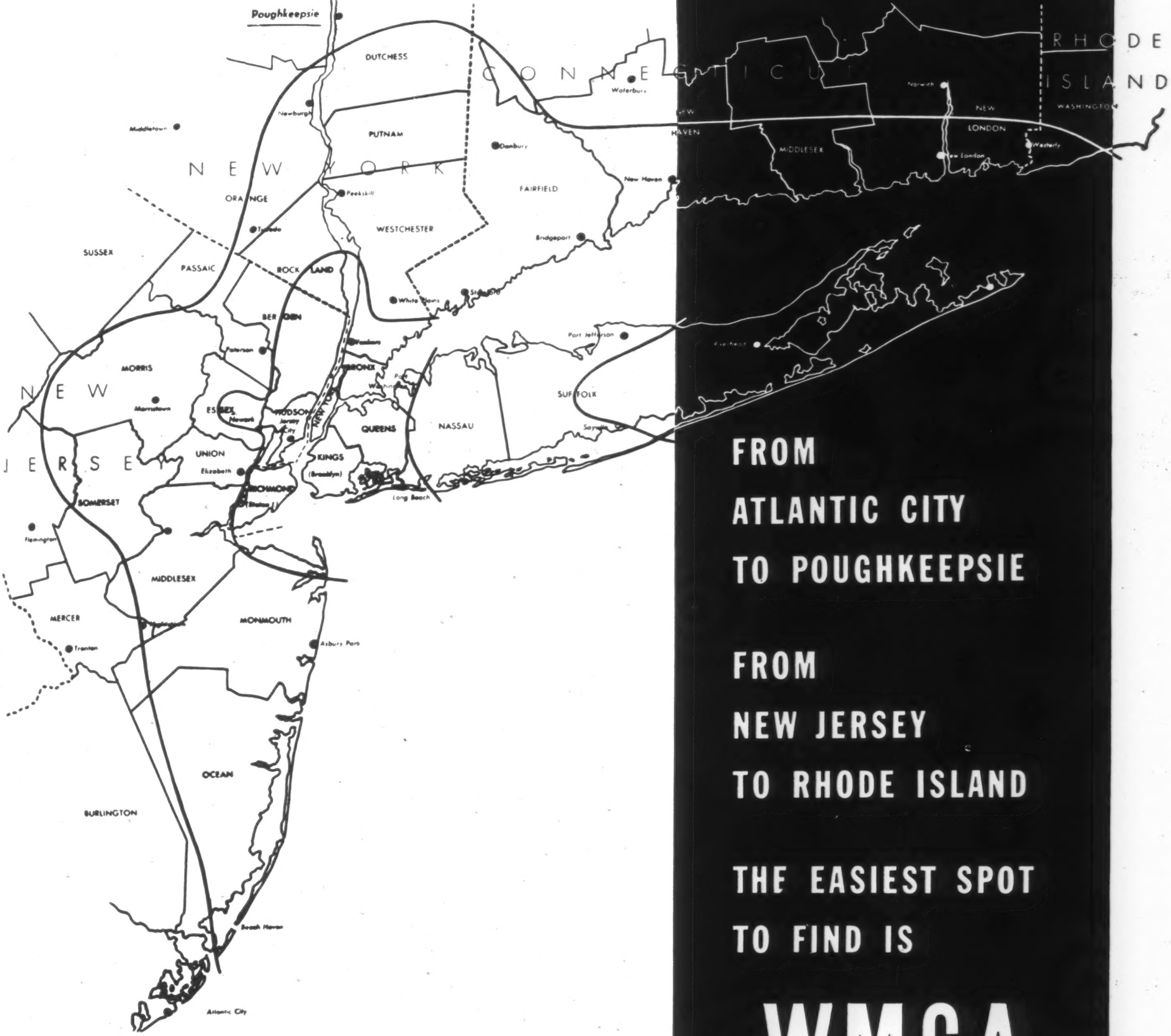
The average rating of the ten weekday leaders for December of 1942 works out at a little better than ten, and permits the significant comparison with the average rating of eight for the leaders of the same month of 1941. The ratings of the three Sunday shows, moreover, are, in each instance, slightly higher than a year ago.

Programs by Types

Since the winter of 1939-40, when audience participation* programs reached a high level of popularity, there has been little change in program types until 1942. That year brought the definite emergence of the comedy drama. During the summer of 1942 not only the amount of time devoted to comedy plays increased,

---

* Audience participation (programs in which members of the audiences actually or vicariously participate) emerged as a type in the winter of 1937-38. During that period they had an average rating of 9.7. The following winter season they averaged 10.5. In 1939-40 they moved to 11.4, and held that average for the two succeeding winters.


Poughkeepsie
DUTCHESS
CONNECTICUT
RHODE ISLAND
NEW YORK
PUTNAM
Middletown
Newburgh
Danbury
Waterbury
NEW HAVEN
MIDDLESEX
NEW LONDON
Norwich
New London
Westerly
WASHINGTON
FAIRFIELD
New Haven
ORANGE
Peekskill
WESTCHESTER
Bridgeport
SUSSEX
PASSAIC
ROCKLAND
White Plains
Stamford
BERGEN
Paterson
Yonkers
BRONX
Port Washington
Port Jefferson
Riverhead
MORRIS
NEW JERSEY
Morristown
ESSEX
Newark
HUDSON
Jersey City
QUEENS
NASSAU
SUFFOLK
Sayville
UNION
Elizabeth
KINGS (Brooklyn)
RICHMOND
Long Beach
SOMERSET
Flemington
MIDDLESEX
MERCER
Trenton
MONMOUTH
Asbury Park
OCEAN
BURLINGTON
Beach Haven
Atlantic City

FROM ATLANTIC CITY TO POUGHKEEPSIE

FROM NEW JERSEY TO RHODE ISLAND

THE EASIEST SPOT TO FIND IS

WMCA

FIRST ON NEW YORK'S DIAL

570 kc.

America's Leading Independent Station

64 newspapers in this area regularly list WMCA programs . . . more than twice as many as list the next New York independent station.

REPRESENTATIVE: WEED & COMPANY · CHICAGO · DETROIT · HOLLYWOOD · BOSTON

VI–Distribution of Sponsored Network Nighttime Programs According to Ratings–December

Rating (% of Set Owners)	*1942* *No. of Programs*	*1942* *% of Total*	*1941* *No. of Programs*	*1941* *% of Total*
40% and over	4	3.3	0	0
35.0—39.9	0	0	2	1.8
30.0—34.9	5	4.2	3	2.6
25.0—29.9	4	3.3	2	1.8
20.0—24.9	8	6.7	6	5.3
15.0—19.9	15	12.5	14	12.4
10.0—14.9	37	30.8	32	28.3
5.0— 9.9	30	25.0	34	30.1
0.0— 4.9	17	14.2	20	17.7
	120	100.0	113	100.0

but the average rating for last summer climbed to 9.1 as against 6.9 for the previous summer. Another development of 1942 was an increase in the number of commentator and news programs. (see charts IV and V).

The Audience Level

On the whole, 1942 audiences of nighttime network programs exceeded somewhat those of the previous year. Generally, the upswing from 1941 was more substantial in the latter half of the year.

This rise is reflected in the distribution of program ratings for December month (Table VI).

Special Events

In addition to gauging the audiences of President Roosevelt and Prime Minister Winston Churchill, the CAB also recorded ratings for several other noteworthy speeches and programs in 1942:

Secretary of State Cordell Hull's talk on "The Seriousness of the War", delivered on July 23, which was scored at 34, is the highest rating the CAB has credited any member of President Roosevelt's cabinet.

The President, the Vice-President, and the Secretary of Agriculture, speaking on a 15-minute program celebrating the ninth anniversary of the Administration's Farm Program, March 9, were heard by 49% of radio set-owners.

The talk, entitled "A visit to the United States Forces in Britain", which Mrs. Roosevelt broadcast Nov. 20 at 9 p.m. over the NBC network upon her return from overseas, yielded a rating of 10.9.

Sports

As usual, the CAB in 1942 reported on many sports events, including 11 boxing matches, numerous baseball games, the All-Star games, and the World Series.

Boxing—11 fights were rated in 1942 as against 17 such events tabulated in 1941. Of these 11 blow-by-blow broadcasts, only one was a championship affair—the Louis-Baer bout broadcast over the Mutual Broadcasting System at 10 p.m. on Jan. 9. This leading fight of the year was tallied at 43.5. The ratings of the 10 other matches ranged from 2.5 to 6.7.

Baseball—Throughout the season, the CAB reported on listening to play-by-play descriptions of both major and minor league games broadcast in CAB cities. The monthly averages of these games were below those of the previous season. The figures for both years are:

	1941	*1942*
May	15.6	13.5
June	14.6	13.9
July	15.1	12.8
August	13.6	12.3
September	15.7	13.1
Season average	15.0	13.2

The All-Star games of 1942, played (and broadcast over Mutual) on July 6 and 7, drew large audiences. The first game, played between the American and National League teams in New York, had a rating of 16.1. On the following evening the game played in Cleveland between the American League and Service Team had a rating of 15.2.

The World Series broadcasts of 1942 reached a mark of 30.1. This rating of the championship battle between the St. Louis Cardinals and the New York Yankees compared favorably in size of audience with previous years. Since 1939 the broadcasts of World Series games have been presented exclusively over the Mutual Broadcasting System. These one-network broadcasts have ranged in rating from 21.3 to 32.8. In 1939 the New York Yankees-Cincinnati Reds series rated 21.3. In 1940 the series between the Cincinnati Reds and the Detroit Tigers rated 25.2. The record for a one-network World Series presentation was made in 1941 when an audience measuring 32.8 was recorded for the five-game contest between the New York Yankees and the Brooklyn Dodgers.

The highest World Series rating ever reported by the CAB was the 1935 Detroit Tigers-Chicago Cubs Series which, broadcast over the Columbia, National, BLUE, and Mutual networks, attained a rating of 35.

What the CAB Is

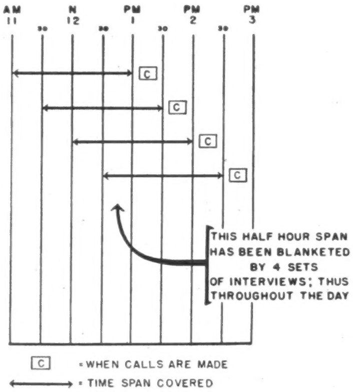
Today the CAB is the only non-profit organization engaged in research in radio program popularity. Functioning for the mutual information of its members, the CAB, moreover, is the only service that is officially charged with the duty of measuring radio listening.

The CAB had its beginnings in 1929 and took shape five years later as a non-profit enterprise. The seed was the skeptical curiosity with which the radio committee of the Assn. of National Advertisers viewed the value of radio listening, particularly the size of program audiences. The interest, quickened by the committee's quest for information, led a handful of leading radio advertisers to finance individual surveys. The findings, which indicated the need as well as the value of continuous and co-operatively financed research, were rounded into a report which the ANA published.

The report, highlighting the usefulness of guideposts in the maze of claims and uncertainties that had mushroomed with the swift growth of the newcomer among advertising media, prompted the committee to request Crossley Inc., to plan a cooperative system of investigation. Field work began March 1, 1930 — less than 14 months after the ANA committee's first report—and has continued uninterruptedly ever since.

CHART VII

CONTINUOUS DAY PART'S
OVERLAPPING TECHNIQUE


AM 11
30
N 12
30
PM 1
30
PM 2
30
PM 3
C
C
C
C
THIS HALF HOUR SPAN HAS BEEN BLANKETED BY 4 SETS OF INTERVIEWS; THUS THROUGHOUT THE DAY
C = WHEN CALLS ARE MADE
= TIME SPAN COVERED

Supervision in the first four years of operation was exercised by the ANA committee in conjunction with a companion committee of the American Assn. of Advertising Agencies. A reorganization in 1934 led to the appointment of a governing committee—now the board of governors—in which both agencies and advertisers have an equal voice in supervision. Thus, the CAB is truly representative of all the buyers of radio time and talent. The board, nominated by the AAAA and the ANA, now contains three agency members and an equal number of advertiser members.

Improvements Adopted

The board fixes all policies of the CAB, including, of course, those governing the standards and techniques of research, membership rules, and the compilation and dissemination of information. An outstanding policy of the board has been its determination continually to foster the development and the improvement of the CAB techniques. The end in view is the perfection of the ideal program popularity measurement. Accordingly, the CAB has always devoted a share of its income to experimentation. As a result, the CAB has offered its subscribers improved service time after time.

The cost of the CAB is now borne by the leading advertising agencies, advertisers and networks. Operating funds are collected by dues prorated in accordance with each member's interest in radio advertising.

The Method Today

October, 1942, marked the introduction of the CAB's latest improvement. It provides a dual measurement of program popularity.

Up until then the CAB had measured only conscious impression. The day-part telephone technique, sometimes lcosely termed "recall", ascertained the popularity of programs that possessed memory value. But the 1942 improvement, in essence, utilized the coincidental telephone technique to measure the flow of listening irrespective of memory value. Actually the two techniques—day-part and coincidental—have been painstakingly integrated. Members now have in a single service two complementary yardsticks.

The coincidental rating scores the average audience of every network program at the minute of the interviews. The day-part rating reports the conscious impression that every network program has created. Ratings are expressed in percentage terms—that is, a rating of 20 means that 20 out of 100 heard a program. Coincidental ratings are computed on the total number of dialings regardless of whether the interviews were completed. Completed telephone interviews, of course, are the base for calculating day-part conscious impression ratings.

CAB Sample Enlarged

The number of day-part interviews, moreover, was *not* reduced when the coincidental technique was added. The number has actually increased. The CAB cross section today, in consequence, is larger than ever.

Simultaneously with the addition of the coincidental technique, the CAB again refined its day-part technique. Unique overlapping of interviews has reduced the interval between broadcasts and interviews to an average of one hour, except for late-at-night programs. Thirty-two day-parts, instead of eight, are now used, and each day-part overlaps three others. The result is a continuous flow of day-part interviews through the broadcasting day. Although the overlapping technique has an intricate sound, its simplicity is fully revealed in Chart VII.

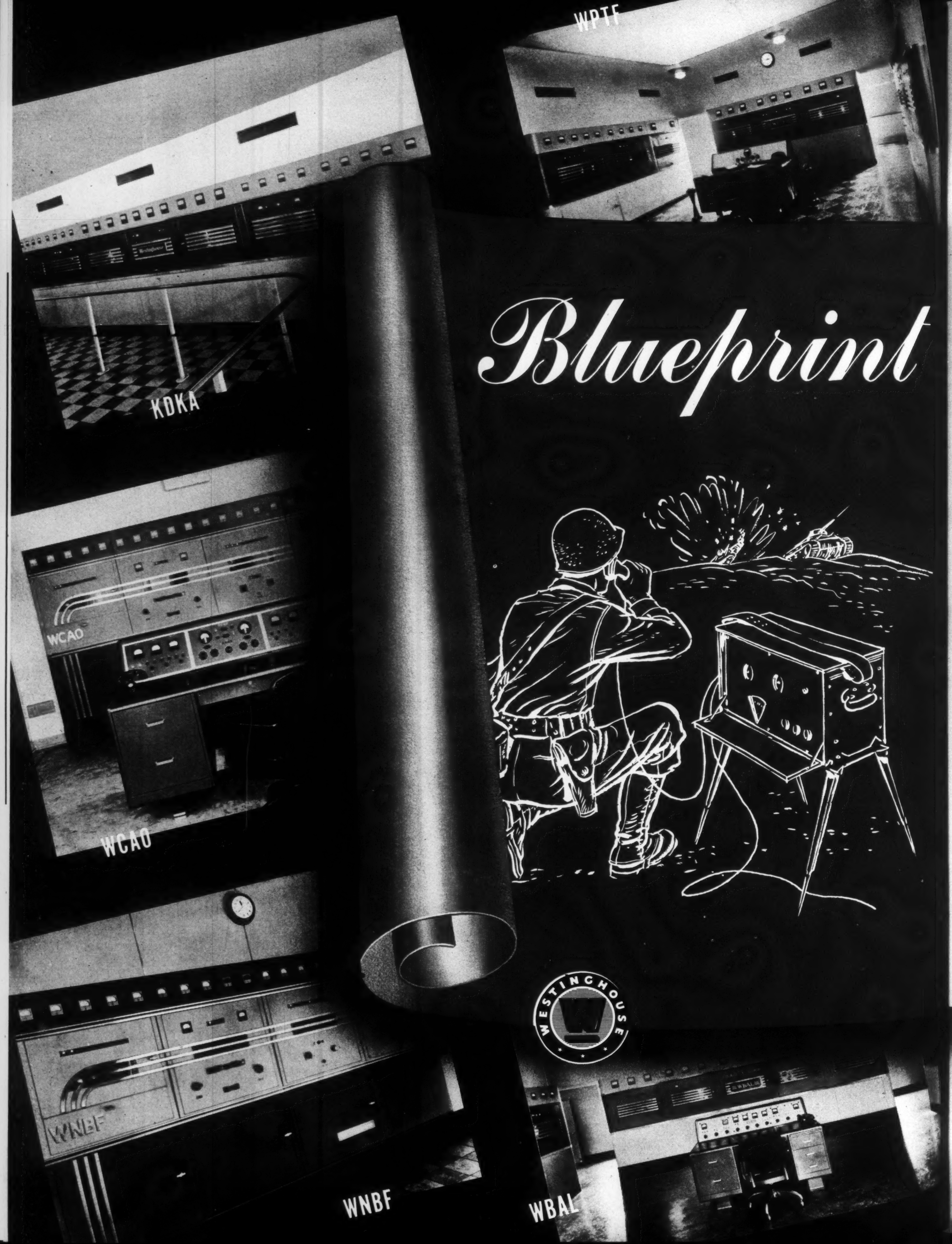
CAB investigators work simultaneously 168 days of the year in 33 major cities from coast to coast. The geographical distribution of calls coincides with the distribution of radio sets and the calls are classified by income groups.

AP
THRU
PA

AP News for radio is available exclusively through

PRESS ASSOCIATION, INC.

50 Rockefeller Plaza
New York, N. Y.


WPTF
KDKA
Blueprint
WCAO
WCAO
WNBF
WNBF
WESTINGHOUSE
W
WBAL
WBAL

for tomorrow . . .

The design ideas embodied in Westinghouse transmitters have gained them an enviable reputation among progressive radio stations throughout the country. Air-cooled tubes, fuseless protection, surge-proof metal rectifiers and simplified metal unit design are providing these stations with advantages that are particularly valuable at this time.

Today, the skills and abilities that created the economy, simplicity and operating reliability of these fine transmitters are engaged 100% in war production. Westinghouse radio manufacturing facilities are now building "walkie-talkies", radio locators, aircraft transmitters, and many other types of radio apparatus required for war.

In addition, Westinghouse radio research talents are searching the field of electronics—finding new and better methods that will keep this equipment second to none.

From this, comes our blueprint for tomorrow.

Out of these developments veiled in military secrecy and the new discoveries yet to be made, will come peacetime contributions that will make Westinghouse radio apparatus finer than ever.

J-08050

Westinghouse

PLANTS IN 25 CITIES . . . OFFICES EVERYWHERE

Audience Size Trends

By MATTHEW N. CHAPPELL, Ph.D.

Consultant to C. E. Hooper, Inc.

BATAAN, War Time, gasoline rationing, victory in the Solomons, the second front! One who would summarize the highlights of radio audience behavior in the epic year of 1942 finds no dearth of major influences at work. Some of the predictions made by the writer in this space last year were amply borne out, others were refuted by the complex year. Generally speaking, evening Sets-In-Use were higher and daytime Sets-In-Use were lower in 1942 as compared with 1940 and 1941.

The four fundamental measurements which are basic to the operation of the radio industry are:

(a) The "Available Audience"—the percent of the population at home and awake at a given time.

(b) "Sets-In-Use"—the percent of homes listening to the radio at a given time.

(c) "Ratings"—the percent of homes listening to specific programs.

(d) "Sponsored Broadcast Hours"—the number of network hours per week devoted to sponsored programs.

Two of these—"Sets-In-Use" and "Available Audiences" — have reached new highs in interest during the last year as a result of the operation of important and compensating groups of influences. Greater employment, Red Cross and Civilian Defense activities on the one hand; and gasoline rationing, rubber shortage, governmental pressure to save money and to restrict rail and bus travel on the other, are all forces tending to influence the size of the "at home" segment of the population—the "Available Audience" from which radio recruits its listeners.

The data used in this analysis were obtained by C. E. Hooper Inc., using the telephone coincidental method. Hooper interviewers in 32 large cities geographically well distributed call homes continuously during the broadcast of programs and ask the following questions:

1. Were you listening to your radio just now?

2. To what programs were you listening, please?

3. Over what station is that program coming?

4. What advertiser puts on that program?

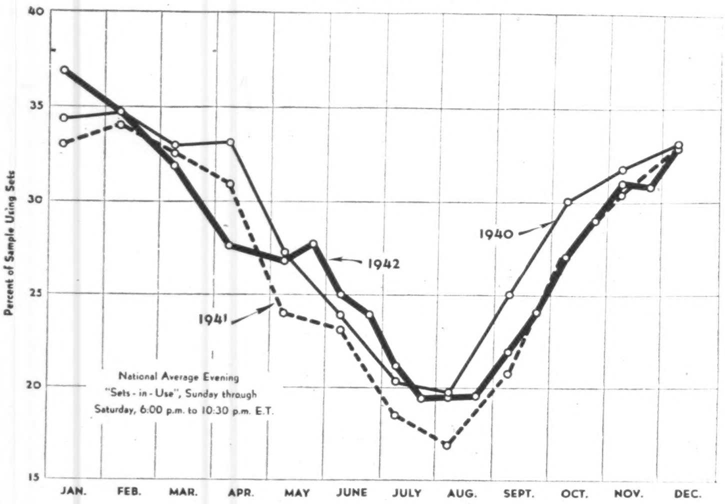
Hooper interviewers check daytime programs continuously during one week of each month. Two studies of evening programs are currently made by C. E. Hooper Inc.—a policy which was adopted in May 1942. The first study is made in the evening of the first week of each month and the second in the third week.

CHART I

HOOPER NATIONAL TRENDS

January 1940 - December 1942

SETS - IN - USE INDEX - EVENINGS



Evening Audience Trends

The trends of "Sets-in-Use" and "Available Audience" for daytime and for evening over the period January 1940-December 1942 are shown graphically in the accompanying charts.

Charts I and II show the monthly national evening "Sets-in-Use" and "Available Audience" indexes for each of the three years—1940, 1941, 1942. The outstanding characteristic of both sets of curves is their seasonal variations. Both the "Available Audience" and the "Sets-in-Use" index tend to reach maxima in midwinter and minima in midsummer.

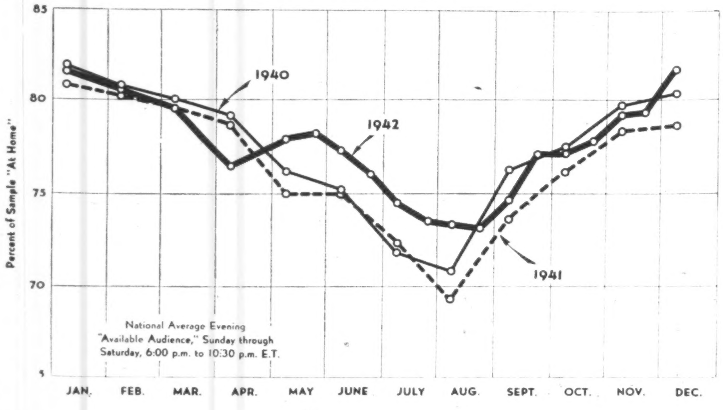
Chart I represents the Hooper Evening "Sets-in-Use" index from January 1940 to December 1942. It will be seen that in 1942 "Sets-in-Use" started the year with a monthly high for the three-year period covered. This was the month following Pearl Harbor. "Sets-in-Use" remained high in February. March 1942 was slightly lower than in the two preceding years but the difference was small. However, in April 1942 a major drop occurred which was not found in the two preceding years. In 1940 and 1941, a sharp drop was experienced from April to May, a month later. Daylight Saving Time was initiated late in April in 1940 and 1941, but War Time was inaugurated in February 1942. It seems probable that the mild weather, together with the added hour of daylight in April 1942, accounts for the sharp decline in April evening "Sets-in-Use." If this is the case, War Time advanced the seasonal decline about a month, and a similar influence should be expected for the duration.

CHART II

HOOPER NATIONAL TRENDS

January, 1940 - December 1942

AVAILABLE AUDIENCE INDEX - EVENINGS



In May 1942 gasoline shortages began to be experienced on the Eastern Seaboard and on May 15 ration cards were issued in that area. At the same time the Government requested that travel in other areas be reduced to a minimum. It was in this month also that C. E. Hooper Inc. adopted the policy of making two evening studies a month instead of one.

The first Hooper survey in May 1942 was made just before and the second just after ration cards were issued in the East. It will be seen from the chart that the second May study showed an increase in "Sets-in-Use" instead of the usual seasonal decline. "Sets-in-Use" for 1942 remained above the levels of 1940 and 1941 until the middle of July. The figures for 1942 remained about at the 1941 levels from August through November, and ended the year in December, following nationwide gasoline rationing, slightly above the 1940 and 1941 levels.

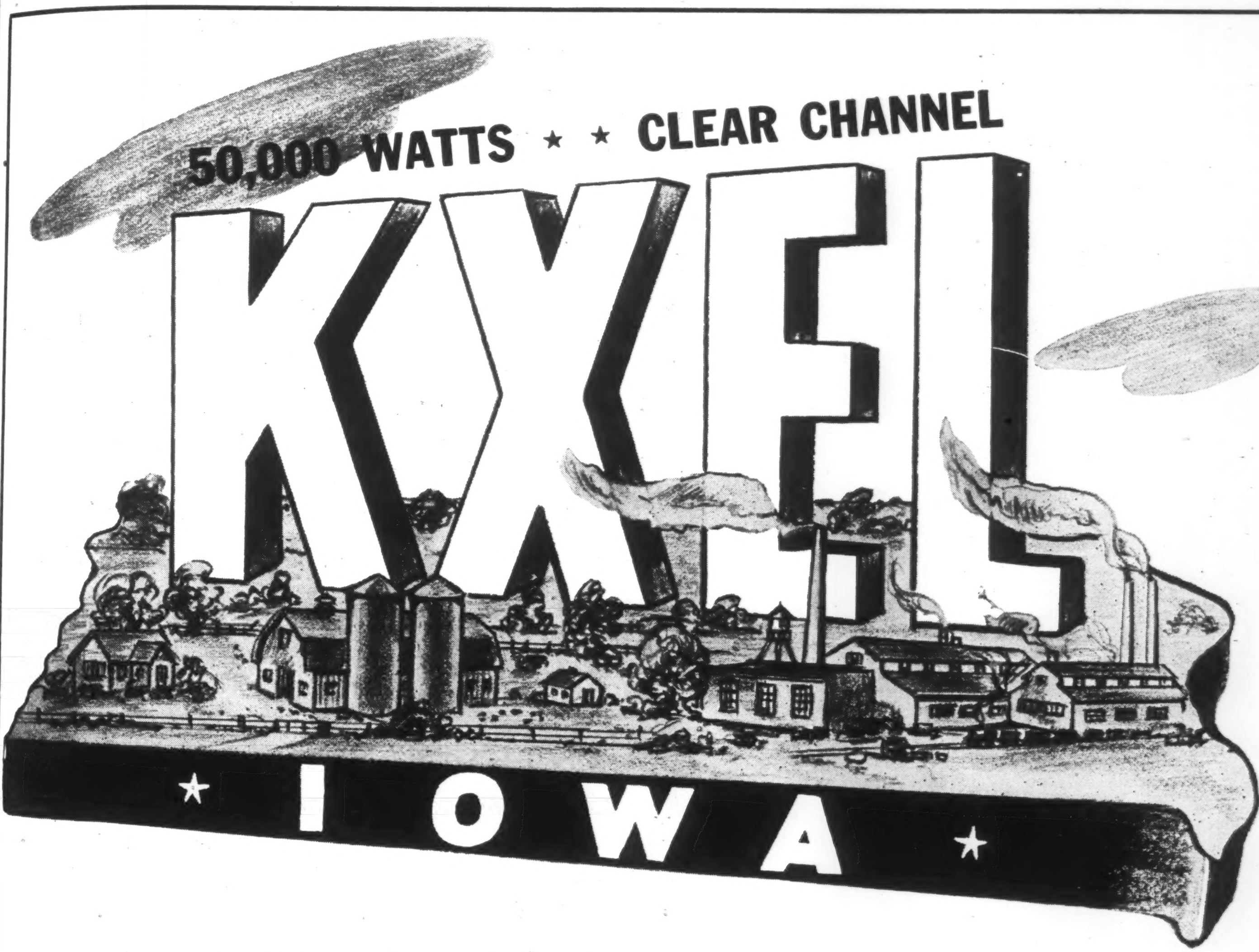
Examination of Chart II, which represents the evening "Available Audience" index, reveals changes which parallel those reflected by the evening "Sets-in-Use" index trends. The year started with the evening "Available Audience" at about the 1940 level. It fell sharply in April, as did the evening "Sets-in-Use" index, and took a marked rise in May with the restriction of travel. It remained well above the 1940 and 1941 levels until the middle of August 1942. From August through November, it fell, for the most part, between the 1940 and the 1941 levels. And in December, following nationwide gasoline rationing it hit another monthly high for the three years.

Daytime

The daytime conditions are represented in Charts III and IV [see page 48]. These charts are based on Monday through Friday data only.

The Chart III shows the daytime "Sets-in-Use" index trends. Daytime "Sets-in-Use" in 1942 started the year below the 1941 and 1940 levels and remained below through April. In May 1942 the seasonal trend was reversed and the daytime "Sets-in-Use" index rose to a level above that of 1941 but was still appreciably lower than the 1940 level. It remained higher than 1941 through June, and in July 1942 fell to the lowest point reached in the three years, remaining below the 1940 and 1941 levels until November when, following the Solomons victory and the invasion of Africa, daytime "Sets-in-Use" rose to slightly more than the 1941 fig-

50,000 WATTS ★ ★ CLEAR CHANNEL



★ 1540-RADIO'S GREATEST FREQUENCY

ASK WHY!

JOSH HIGGINS BROADCASTING CO.

KXEL-JOSH HIGGINS VOICE OF AGRICULTURE
STUDIOS IN WATERLOO AND CEDAR FALLS, IOWA

BASIC BLUE - - - REPRESENTED BY JOHN BLAIR & COMPANY

CHART III

HOOPER NATIONAL TRENDS

January 1940 - December 1942

SETS - IN - USE INDEX - DAYTIME

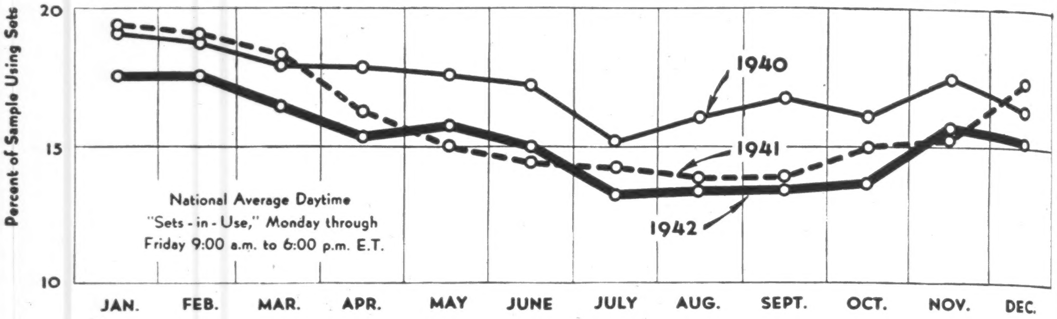
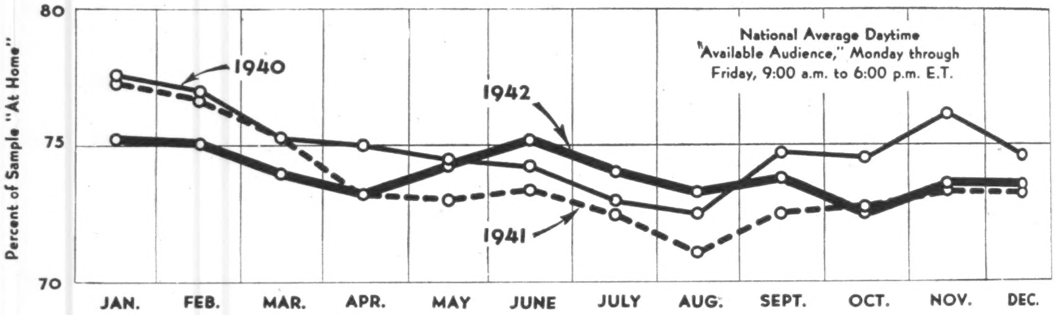


CHART IV

HOOPER NATIONAL TRENDS

January 1940 - December 1942

AVAILABLE AUDIENCE INDEX - DAYTIME



ure. At no time did 1942 daytime "Sets-in-Use" reach the 1940 level and only in three months, following national and world-shaking events, did it reach the 1941 levels.

The 1940 level of "Sets-in-Use" has been reached in only one month since March of 1940, a period of 21 months. The exception was in December 1941, immediately following Pearl Harbor. This is in marked contrast to the evening conditions in which 1942 "Sets-in-Use" made monthly highs for the three years in six months.

The daytime "Available Audience" index in 1942, shown in the Chart IV, is in contrast with the daytime "Sets-in-Use" in 1942. The "Available Audience" was smaller in the first three months of the year, but it underwent a marked rise following the restriction of travel making highs for the three years in June, July and August. During July and August, 1942 daytime "Sets-in-Use" made lows for the three years, as was noted above.

Only once during 1942 did the "Available Audience" fall below the 1941 level—in October; whereas daytime "Sets-in-Use" fell below the 1941 level in nine months. It would appear, therefore, that the decreased 1942 daytime "Sets-in-Use" cannot be accounted for in terms of the "Available Audience."

Top Ranking Evening Programs

The top ranking evening programs as of Dec. 15, 1942 and 1941 are shown in List 1 and List 2.

LIST 1

1942 Evening Ratings

Rank	*Program Name*	*Rating*
1.	Bob Hope	37.3
2.	Charlie McCarthy	36.4
3.	Fibber McGee & Molly	34.8
4.	Aldrich Family	31.3
5.	Jack Benny	28.3
6.	Radio Theatre	26.7
7.	Frank Morgan-Fanny Brice	25.9
8.	Screen Guild Players	24.3
9.	Jergen's Journal	24.1
10.	Music Hall	23.6
11.	Eddie Cantor	23.4
12.	Mr. District Attorney	23.0
13.	Kay Kyser	22.4
14.	Rudy Vallee	20.4
15.	Fitch Bandwagon	20.3

LIST 2

1941 Evening Ratings

Rank	*Program Name*	*Rating*
1.5	Charlie McCarthy	29.9
1.5	Walter Winchell	29.9
3.	Bob Hope	28.8
4.	Fibber McGee and Molly	28.7
5.	Aldrich Family	27.8
6.5	Radio Theater	27.1
6.5	Jack Benny	27.1
8.	Coffee Time	23.7
9.	Major Bowes	18.9
10.	Fitch Bandwagon	18.8
11.	Take It or Leave It	18.5
12.	One Man's Family	18.4
13.	Time To Smile	18.3
14.	Kay Kyser	18.2
15.	Orson Welles	17.8

It is of note that 10 of the top rating 15 evening programs of 1941 are again on the list in 1942. Missing from the radio scene this year is Walter Winchell who is on duty with the Navy outside our borders. In December 1941, when he was afforded an exceptional opportunity to review developments for the benefit of a confused American public within a few hours after the first announcement of the attack on Pearl Harbor, Winchell tied Charlie McCarthy for the top rating. This year, the *Jergen's Journal*, in the absence of Winchell, still appears in December's top 15.

Of particular note is the fact that the 15 top ratings, independent of the identity of the programs, are substantially higher as compared with the top ranking ratings for 1941. The upward trend in radio evening sponsored network audiences indicated by this condition is further confirmed by the "Average Rating" index for all evening sponsored network programs broadcast. During the first week of December, the 1942 index rose to 12.1, up 1.0 (9%) over December 1941.

Top Ranking Daytime Programs

The top 15 weekday daytime programs for December 1942 and December 1941 are shown in List 3 and List 4 respectively.

LIST 3

1942 Weekday Daytime Ratings

Rank	*Program Name*	Rating
1.5	Portia Faces Life	8.5
1.5	Kate Smith Speaks	8.5
3.5	Stellas Dallas	8.1
3.5	Life Can Be Beautiful	8.1
5.5	Big Sister	8.0
5.5	Our Gal Sunday	8.0
7.	When A Girl Marries	7.5
8.	Right To Happiness	7.4
9.	Young Widder Brown	7.2
10.5	Vic and Sade (CBS)	7.1
10.5	Romance of Helen Trent	7.1
12.	Pepper Young's Family (NBC)	7.0
13.	Ma Perkins	6.7
14.5	Road of Life	6.6
14.5	Ma Perkins (CBS)	6.6

LIST 4

1941 Weekday Daytime Ratings

Rank	*Program Name*	*Rating*
1.	Woman in White	9.4
2.	Life Can Be Beautiful	8.4
3.	Ma Perkins	8.2
4.	Kate Smith Speaks	8.1
5.	The Guiding Light	7.6
6.5	Stella Dallas	7.4
6.5	Big Sister	7.4
8.	Right To Happiness	7.3
9.	Romance of Helen Trent	7.2
10.5	Mary Marlin (NBC)	7.0
10.5	Against The Storm	7.0
12.	Young Widder Brown	6.9
13.	Young Dr. Malone	6.8
14.	Pepper Young's Family	6.7
15.	Our Gal Sunday	6.5

Of the 15 programs on the 1941 list, 11 also appear on the 1942 list. *Woman in White*, which headed the 1941 list, was not broadcast in December 1942.

The highest ranking weekend daytime program in December 1942, as in 1941, was William L. Shirer, with an 11.1. This compares with his rating of 11.9 for December 1941, a week after Pearl Harbor.

BUY WAR BONDS!

LAKE ONTARIO
LAKE ERIE
N.Y.
PENNA
WHAM

For effective buying influence in WHAMland

WHAM gives you effective buying influence where effective buying power is highest. WHAM gives you complete effective coverage of the entire Rochester trading area . . . *plus* . . . day-night primary coverage of the 43 counties where Western New York sales are made. Below are just a few WHAMland facts.

WHAM
LAKE ONTARIO
LAKE ERIE

WHAMland's 140,518 farms give you a big rural market, big not only in size . . . but big, too, in the buying power that prosperous farming creates.

WHAM
LAKE ONTARIO
LAKE ERIE

WHAMland's 5,305 factories, now busy on war work, help create the balanced prosperity that makes year around urban buying power.

WHAM
LAKE ONTARIO
LAKE ERIE

WHAMland's 17,787 neighborhood groceries make this rich 43-county area of Western New York and Northern Pennsylvania a super-market for food merchandising.

1,422 CORNER DRUG STORES IN WHAMland
LAKE ONTARIO
LAKE ERIE
WHAM

WHAMland's 1,422 drug stores are ready to serve, when the announcer on your show tells your listeners over WHAM to "ask your corner druggist."

WHAM
LAKE ONTARIO
LAKE ERIE

WHAMland's 437,775 telephone subscribers . . . on a party line that reaches out over 43 counties . . . help make WHAMland a better-than-average market for WHAM advertised goods.

LAKE ONTARIO
LAKE ERIE

WHAMland's 51,880 retail outlets are where the Western New York customers buy your products. WHAM reaches each of these individual trading areas.

Where your Western New York sales are made

WHAM

ROCHESTER, N. Y.

National Representatives: George P. Hollingbery Co.
50,000 Watts . . . Clear Channel . . . 1180 Kilocycles . . .
Full Time . . . Affiliated with The Blue Network, Inc.
and the National Broadcasting Co.

"The Stromberg-Carlson Station"

RADIO HOMES IN THE UNITED STATES

Estimated by NAB Research Dept. from 1940 U. S. Census of Housing data. Number of occupied dwelling units and percent radio-equipped as reported by U. S. Census, and number of dwellings having radio estimated from census data by projecting percent ownership to the number of units not answering the radio question, applied separately to Urban, Rural-Nonfarm and Rural-Farm units for each county.

[County figures and count of radio homes in cities of 25,000 or more population published in supplement to Sept. 7, 1942 BROADCASTING. Also in the supplement are official 1940 census by states and counties of population, stores and retail sales. A limited supply of copies of the supplement is available from BROADCASTING at 25 cents each.]

	ALL UNITS			URBAN UNITS			RURAL-NONFARM UNITS			RURAL-FARM UNITS		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
NEW ENGLAND												
Maine	218,968	86.5	189,300	88,406	93.2	82,384	90,186	84.0	75,756	40,376	77.2	31,160
New Hampshire	132,936	90.0	119,664	75,355	93.3	70,288	41,550	86.9	36,087	16,031	82.9	13,289
Vermont	92,435	88.6	81,905	32,465	95.5	31,022	35,164	87.6	30,806	24,806	80.9	20,077
Rhode Island	187,706	95.7	179,652	171,236	96.1	164,515	13,860	92.6	12,835	2,610	88.2	2,302
Massachusetts	1,120,694	96.2	1,077,642	1,002,433	96.6	968,046	94,541	93.5	88,406	23,720	89.3	21,190
Connecticut	448,682	95.7	429,260	304,364	96.4	293,316	120,205	95.3	114,605	24,113	88.5	21,339
MIDDLE ATLANTIC												
New York	3,662,113	95.5	3,498,754	3,055,529	96.7	2,953,894	423,279	92.4	391,218	183,305	83.8	153,642
New Jersey	1,100,260	95.5	1,050,612	899,637	96.2	865,508	167,675	93.2	156,229	32,948	87.6	28,875
Pennsylvania	2,515,524	92.4	2,323,980	1,711,133	95.5	1,634,454	595,341	88.7	527,953	209,050	77.3	161,573
EAST NORTH CENTRAL												
Ohio	1,897,796	91.7	1,739,399	1,291,248	95.1	1,227,295	338,164	87.8	296,949	268,384	80.2	215,155
Indiana	961,498	88.2	848,325	541,073	93.5	505,704	208,010	85.6	177,944	212,415	77.5	164,677
Illinois	2,192,724	92.3	2,023,969	1,633,017	95.3	1,555,637	310,446	86.3	267,839	249,261	80.4	200,493
Michigan	1,396,014	93.4	1,304,149	924,913	96.4	891,661	252,211	90.9	229,348	218,890	83.7	183,140
Wisconsin	827,207	91.7	758,449	463,231	96.5	446,813	161,089	88.9	143,154	202,887	83.0	168,482
WEST NORTH CENTRAL												
Minnesota	728,359	91.2	664,296	383,336	95.8	367,149	135,689	87.4	118,641	209,334	85.3	178,506
Iowa	701,824	90.2	633,168	312,393	93.7	292,724	161,077	87.6	141,059	228,354	87.3	199,385
Missouri	1,068,642	79.9	853,299	573,347	90.8	520,489	204,507	76.8	156,926	290,788	60.5	175,884
North Dakota	152,043	88.4	134,437	34,069	94.6	32,245	47,024	85.7	40,295	70,950	87.2	61,897
South Dakota	165,428	84.6	139,854	43,558	92.5	40,291	49,548	81.8	40,495	72,322	81.7	59,068
Nebraska	360,744	84.7	305,681	146,259	92.7	135,628	89,390	82.9	74,068	125,095	76.7	95,985
Kansas	511,109	83.0	424,457	224,314	90.4	202,770	128,059	82.4	105,543	158,736	73.2	116,144
SOUTH ATLANTIC												
Delaware	70,541	87.0	61,380	37,070	92.3	34,215	21,830	86.5	18,890	11,641	71.1	8,275
Maryland	465,683	88.1	410,164	286,505	93.4	267,652	124,112	84.4	104,655	55,066	68.7	37,857
District of Columbia	173,445	93.7	162,446	173,445	93.7	162,446	......	....	......	......	....	......
Virginia	627,532	67.1	421,078	244,105	84.0	205,124	174,219	67.6	117,801	209,208	46.9	98,153
West Virginia	444,815	75.1	334,239	140,556	89.7	126,098	192,771	75.4	145,265	111,488	56.4	62,876
North Carolina	789,659	61.8	487,353	239,917	77.7	186,386	217,703	67.6	147,035	332,039	46.4	153,932
South Carolina	434,968	49.6	215,636	123,503	67.1	82,831	126,119	60.0	75,509	185,346	30.9	57,296
Georgia	752,241	52.5	394,755	288,818	68.2	196,864	170,595	57.6	98,273	292,828	34.0	99,618
Florida	519,887	64.8	336,803	294,410	76.1	224,020	152,395	55.1	83,994	73,082	39.4	28,789
EAST SOUTH CENTRAL												
Kentucky	698,538	65.3	456,633	238,283	84.0	200,161	179,890	65.7	118,144	280,365	49.3	138,328
Tennessee	714,894	62.5	446,943	276,056	77.7	214,362	152,197	65.1	99,046	286,641	46.6	133,535
Alabama	673,815	49.4	332,776	227,309	69.7	158,305	157,226	54.5	85,651	289,280	30.8	88,820
Mississippi	534,956	39.9	213,312	120,360	61.5	74,048	95,920	50.9	48,834	318,676	28.4	90,430
WEST SOUTH CENTRAL												
Arkansas	495,825	50.9	252,148	123,528	72.4	89,442	111,636	53.7	59,891	260,661	39.5	102,815
Louisiana	592,528	53.3	315,261	262,927	72.6	190,789	136,615	52.5	71,689	192,986	27.3	52,783
Oklahoma	610,481	68.8	420,182	254,779	83.5	212,531	139,605	64.6	90,161	216,097	54.4	117,490
Texas	1,678,396	66.9	1,122,042	802,601	78.6	630,911	359,745	65.7	236,144	516,050	49.4	254,987
MOUNTAIN												
Montana	159,963	86.2	137,900	64,148	91.3	58,536	49,737	84.4	41,998	46,078	81.1	37,366
Idaho	141,727	86.4	122,471	50,774	91.3	46,353	41,235	84.1	34,689	49,718	83.3	41,429
Wyoming	69,374	84.4	58,531	27,332	91.5	25,003	22,842	83.2	19,011	19,200	75.7	14,517
Colorado	316,000	84.5	267,295	174,759	91.5	159,932	77,956	78.1	60,877	63,285	73.5	46,486
New Mexico	129,475	53.2	69,053	46,713	72.5	33,951	43,097	47.6	20,554	39,665	36.7	14,548
Arizona	131,133	69.0	90,394	48,924	82.4	40,328	55,813	69.3	38,646	26,396	43.3	11,420
Utah	139,487	92.4	128,923	81,758	95.0	77,679	37,115	90.2	33,465	20,614	86.3	17,779
Nevada	33,291	81.4	27,119	13,284	89.2	11,859	15,795	77.4	12,227	4,212	72.0	3,033
PACIFIC												
Washington	537,337	90.6	486,684	302,208	92.7	280,136	141,673	89.2	126,339	93,456	85.8	80,209
Oregon	337,492	88.7	299,226	172,560	93.1	160,599	92,667	86.1	79,811	72,265	81.4	58,816
California	2,138,343	92.9	1,987,204	1,568,552	95.1	1,490,991	393,950	88.5	348,375	175,841	84.1	147,838
UNITED STATES	34,854,532	82.8	28,838,203	20,596,500	91.9	18,923,385	7,151,473	79.0	5,643,130	7,106,559	60.2	4,271,688

Michigan's Most Powerful Independent Radio Station!

Situated in the center of Michigan's most populous area—the southeastern counties. Three million people in them—75,000 wrote to WCAR in 12 months!

"Flexibility in scheduling programs permits us to "tailor" them to the desires of the radio audience and the objectives of the advertisers; 1000 S-T-R-E-A-M-L-I-N-E-D watts on 1130 K.C. carries the message far and wide.

W-CAR

Pontiac, Michigan • 1000 Watts on 1130 Kilocycles

A TALE OF TWO MARKETS

...and one important radio station

Two markets listen to WOV . . . both so vast and so rich and so responsive . . . both so easily obtainable . . . that advertisers cannot afford to overlook WOV when radio budgets are discussed.

The first is the one that listens during the day when WOV broadcasts to the nearly two million Italian-speaking Americans who live in the Metropolitan area . . . a market containing more Italian radio homes than ALL the radio homes in Pittsburgh, Buffalo and Cincinnati combined*. . . the largest Italian-speaking market in the world! But far more important than size is the fact that no radio station in New York has so loyal and consistent a group of listeners as this one which tunes regularly to WOV's Italian language programs.

WOV's second market is Metropolitan New York itself . . . the 2,917,000 radio homes that tune to WOV at night for such outstanding English programs as Alan Courtney and the "1280 Club". . . the brilliant commentary of Hans Jacob . . . the lilting rhythms of "Pan Americana". . . bringing another market of loyal, consistent listeners to 1280 on the dial.

When you learn how little it will cost you to reach either or both of these markets, you'll agree that WOV is one of America's important radio stations.

Why not take out your typewriter and send us or Joe McGillvra a letter today!

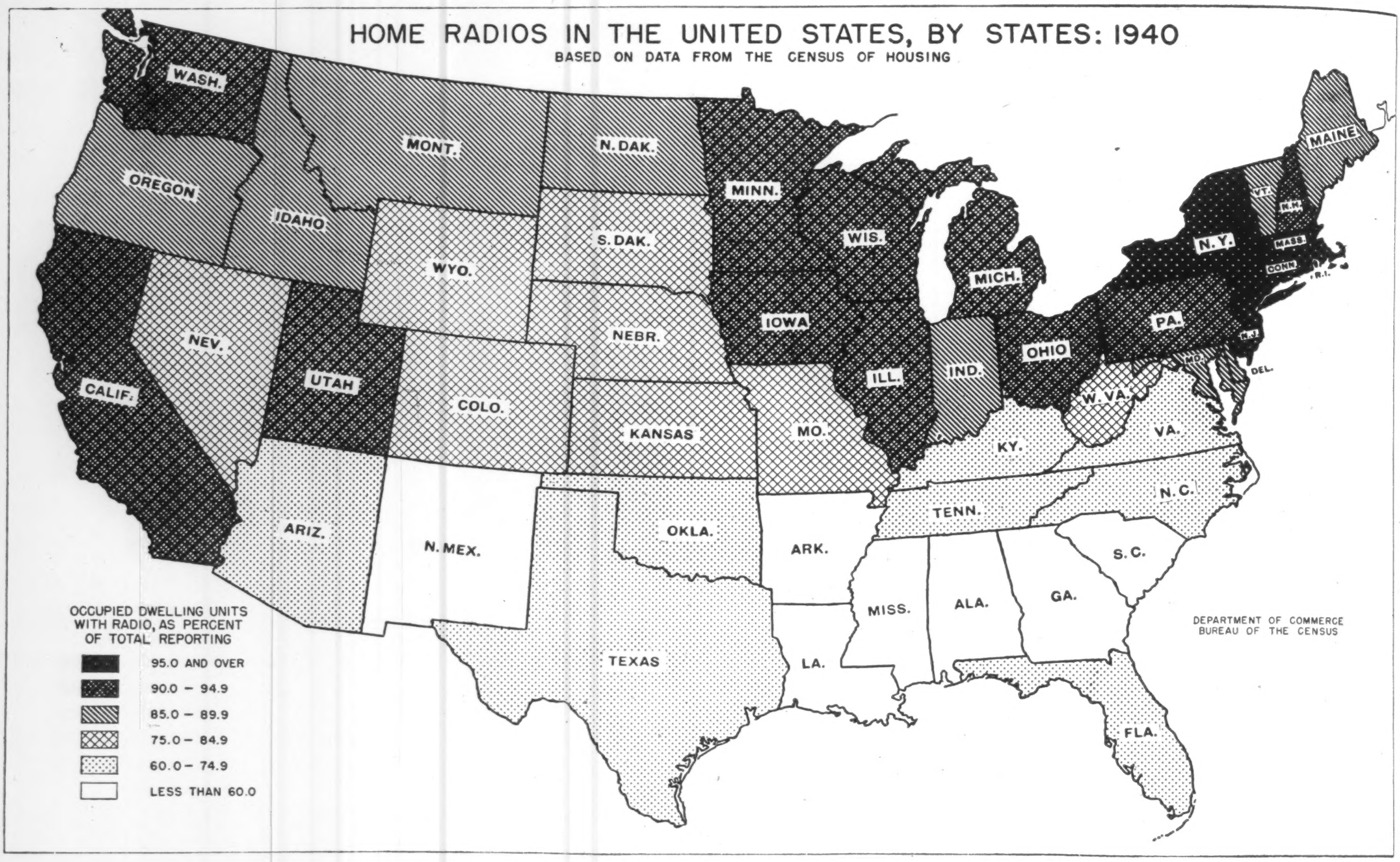
***Source:**
Walter P. Burn & Associates
U.S. Census, 1940

WOV. . . . — FOR VICTORY

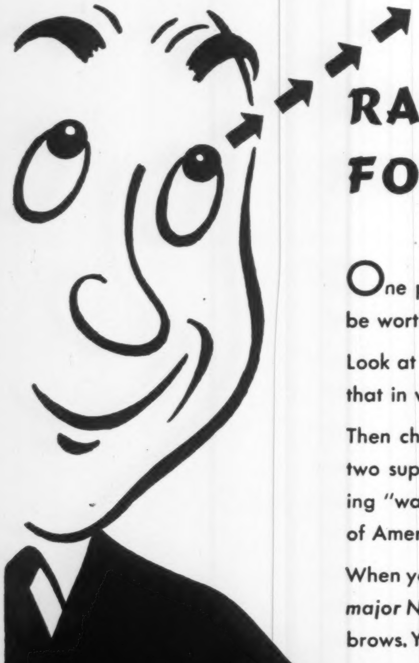
NEW YORK

Ralph N. Weil, Gen. Mgr.

ONE OF AMERICA'S IMPORTANT RADIO STATIONS


HOME RADIOS IN THE UNITED STATES, BY STATES: 1940
BASED ON DATA FROM THE CENSUS OF HOUSING
WASH.
OREGON
CALIF.
IDAHO
NEV.
MONT.
WYO.
UTAH
ARIZ.
COLO.
N. MEX.
N. DAK.
S. DAK.
NEBR.
KANSAS
OKLA.
TEXAS
MINN.
IOWA
MO.
ARK.
LA.
WIS.
ILL.
MISS.
MICH.
IND.
KY.
TENN.
ALA.
OHIO
W. VA.
VA.
N. C.
S. C.
GA.
FLA.
PA.
N. Y.
N. J.
DEL.
MD.
CONN.
R. I.
MASS.
VT.
N. H.
MAINE
OCCUPIED DWELLING UNITS WITH RADIO, AS PERCENT OF TOTAL REPORTING
95.0 AND OVER
90.0 – 94.9
85.0 – 89.9
75.0 – 84.9
60.0 – 74.9
LESS THAN 60.0

DEPARTMENT OF COMMERCE
BUREAU OF THE CENSUS



RAISE YOUR EYES (AND YOUR EYEBROWS) FOR THE ACN STORY

One picture is worth 10,000 words. And the map above may be worth much more than that to your sales.

Look at it for a moment and you'll note that the blackest area is that in which 95% or more of the homes own radios.

Then check the location of the ACN stations . . . eight basic and two supplementary outlets from Boston to Washington . . . providing "waste-free" coverage of this one-fifth (that equals 25%)* of America.

When you realize that this coverage is yours *at the cost of a single major New York City station,* you'll do more than raise your eyebrows. You'll raise your phone and call the Atlantic Coast Network.

Here, linked by Class "A" lines throughout, are the ten stations of the Atlantic Coast Network:

BASIC NETWORK

WNEW—New York	10,000
WPEN—Philadelphia	5,000
WFBR—Baltimore	5,000
WNBC—Hartford	5,000
WFCI—Pawtucket, Providence . .	1,000
WELI—New Haven . . . (Day)	1,000
(Night)	500
WCOP—Boston	500
WWDC—Washington . . . . . . (100 watt booster)	250

SUPPLEMENTARY STATIONS

WBOC—Salisbury, Md.
WJEJ—Hagerstown, Md.

* Arithmetic explained on page 55.

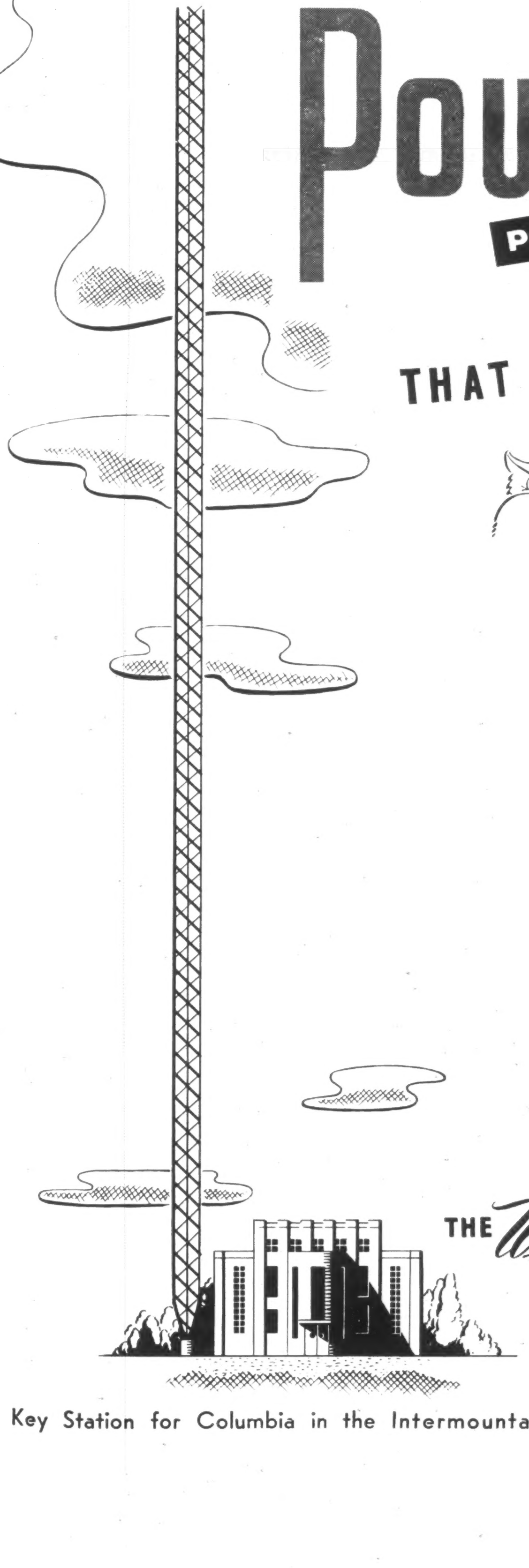
ATLANTIC COAST NETWORK, INC.

501 MADISON AVENUE, NEW YORK CITY

POWER

PROGRAMMED

THAT KEEPS WESTERNERS LISTENING



Wise to the Ways of the West — KSL is Programmed to sell Intermountain America. The number one station in preference and listeners in this great Empire. Hooper studies verify KSL's dominance for hundreds of miles. Listeners' mail response for one month alone came from 86% of all counties in the eleven big Western States. KSL's coverage makes Intermountain America a one-station market — the West Wise Station that knows how to keep Westerners listening.

. . . Ask Petry!

THE *West Wise* STATION

KSL

Key Station for Columbia in the Intermountain West

50,000 WATTS SALT LAKE CITY

DURING

1943 IN THE

NEW YORK

MARKET

WEAF

Will deliver an increasingly large percentage of the New York City market.

WEAF

Will cover local events thoroughly, completely, accurately.

WEAF

Will publicize and promote its programs and sponsors as never before.

WEAF

Will broadcast programs, both local and network, that will appeal to listeners in the country's wealthiest area.

WEAF

Will continue to be the best radio investment in the New York market—in programs, in audience, in dollar return.

SUMMARY OF GROWTH OF RADIO FAMILIES

By States and Geographic Areas

State and Area	*APRIL, 1930 Total Families	*APRIL, 1930 % Radio	*APRIL, 1930 Radio Families	†JANUARY 1, 1938 Total Families	†JANUARY 1, 1938 % Radio	†JANUARY 1, 1938 Radio Families	‡APRIL, 1940 Total Families	‡APRIL, 1940 % Radio	‡APRIL, 1940 Radio Families
NEW ENGLAND									
Connecticut	388,645	54.7	212,779	437,000	92.0	402,100	448,682	95.7	429,260
Maine	197,826	39.2	77,618	221,000	91.0	201,100	218,968	86.5	189,300
Massachusetts	1,021,160	57.6	588,552	1,104,000	92.3	1,019,200	1,120,694	96.2	1,077,642
New Hampshire	119.337	44.4	53,022	136,000	91.5	124,400	132,936	90.0	119,664
Rhode Island	165,343	57.1	94,480	169,000	92.0	155,500	187,706	95.7	179,652
Vermont	89,188	44.6	39,783	99,000	89.5	88,600	92,435	88.6	81,905
Total	1,981,499	53.8	1,066,234	2,166,000	91.9	1,990,900	2,201,421	94.4	2,077,423
MIDDLE ATLANTIC									
New Jersey	985,636	63.4	624,865	1,098,000	93.1	1,022,500	1,100,260	95.5	1,050,612
New York	3,153,124	57.9	1,825,723	3,372,000	92.9	3,132,300	3,662,113	95.5	3,498,754
Pennsylvania	2,235,620	48.1	1,075,127	2,452,000	90.0	2,206,400	2,515,524	92.4	2,323,980
Total	6,374,380	55.3	3,525,715	6,922,000	91.9	6,361,200	7,277,897	94.4	6,873,346
EAST NORTH CENTRAL									
Illinois	1,929,396	55.6	1,072,995	2,063,000	90.0	1,857,100	2,192,724	92.3	2,023,969
Indiana	843,066	41.6	351,090	934,000	87.5	816,800	961,498	88.2	848,325
Michigan	1,180,554	50.6	597,629	1,220,000	92.0	1,122,200	1,396,014	93.4	1,304,149
Ohio	1,697,918	47.7	809,142	1,777,000	92.4	1,641,500	1,897,796	91.7	1,739,399
Wisconsin	711,889	51.0	363,265	735,000	83.4	612,700	827,207	91.7	758,449
Total	6,362,823	50.2	3,194,121	6,729,000	89.9	6,050,300	7,275,239	91.7	6,674,291
WEST NORTH CENTRAL									
Iowa	635,704	48.5	308,448	680,000	85.0	577,800	701,824	90.2	633,168
Kansas	487,188	38.9	189,398	501,000	73.4	367,800	511,109	83.0	424,457
Minnesota	606,496	47.3	286,886	652,000	85.4	556,900	728,359	91.2	664,296
Missouri	939,476	37.4	351,298	1,072,000	76.8	822,800	1,068,642	79.9	853,299
Nebraska	342,999	47.9	164,159	352,000	80.7	284,100	360,744	84.7	305,681
North Dakota	145,005	40.9	59,246	156,000	76.7	119,600	152,043	88.4	134,437
South Dakota	161,013	44.2	71,245	167,000	79.6	132,900	165,428	84.6	139,854
Total	3,317,881	43.1	1,430,680	3,580,000	79.9	2,861,900	3,688,149	85.6	3,155,192
SOUTH ATLANTIC									
Delaware	59,092	45.9	27,114	67,000	86.1	57,600	70,541	87.0	61,380
District of Columbia	125,554	53.9	67,640	168,000	91.0	152,900	173,445	93.7	162,446
Florida	376,499	15.4	58,128	443,000	67.2	297,900	519,887	64.8	336,803
Georgia	652,793	9.9	64,543	716,000	51.7	370,800	752,241	52.5	394,755
Maryland	385,179	42.9	165,149	410,000	86.6	355,100	465,683	88.1	410,164
North Carolina	644,033	11.2	72,059	736,000	55.5	408,600	789,659	61.8	487,353
South Carolina	365,680	7.6	27,889	407,000	50.9	207,300	434,968	49.6	215,636
Virginia	529,089	18.2	96,307	613,000	65.3	400,200	627,532	67.1	421,078
West Virginia	373,941	23.3	87,042	417,000	83.5	348,300	444,815	75.1	334,239
Total	3,511,860	19.0	665,871	3,977,000	65.3	2,598,700	4,278,771	66.0	2,823,854
EAST SOUTH CENTRAL									
Alabama	591,625	9.5	56,235	670,000	56.0	375,200	673,815	49.4	332,776
Kentucky	609,405	18.3	111,217	708,000	69.9	494,900	698,538	65.3	456,633
Mississippi	471,704	5.4	25,357	494,000	41.9	207,000	534,956	39.9	213,312
Tennessee	600,625	14.3	85,962	689,000	66.7	459,900	714,894	62.5	446,943
Total	2,273,359	12.3	278,771	2,561,000	60.0	1,537,000	2,622,203	55.3	1,449,664
WEST SOUTH CENTRAL									
Arkansas	438,639	9.1	40,096	501,000	50.8	254,800	495,825	50.9	252,148
Louisiana	485,363	11.2	54,135	510,000	58.3	297,400	592,528	53.3	315,261
Oklahoma	564,164	21.6	121,702	619,000	73.4	454,300	610,481	68.8	420,182
Texas	1,380,096	18.6	256,804	1,516,000	68.2	1,033,500	1,678,396	66.9	1,122,042
Total	2,868,262	16.5	472,737	3,146,000	64.8	2,040,000	3,377,230	62.5	2,109,633
MOUNTAIN									
Arizona	105,992	18.1	19,167	104,000	76.5	79,600	131,133	69.0	90,394
Colorado	267,324	37.8	100,959	288,000	81.0	233,500	316,000	84.5	267,295
Idaho	108,044	30.3	32,772	124,000	79.6	98,700	141,727	86.4	122,471
Montana	136,210	31.9	43,442	142,000	80.7	114,600	159,963	86.2	137,900
New Mexico	98,546	11.5	11,348	102,000	61.1	62,300	129,475	53.2	69,053
Nevada	25,469	30.6	7,795	30,000	95.0	28,500	33,291	81.4	27,119
Utah	115,936	41.1	47,632	123,000	90.2	111,000	139,487	92.4	128,923
Wyoming	56,887	34.1	19,372	62,000	80.3	49,800	69,374	84.4	58,531
Total	914,408	30.9	282,487	975,000	79.8	778,000	1,120,450	80.5	901,686
PACIFIC									
California	1,610,030	52.0	836,705	1,818,000	94.5	1,719,800	2,138,343	92.9	1,987,204
Oregon	266,328	43.5	115,948	299,000	95.5	285,400	337,492	88.7	299,226
Washington	423,833	42.3	179,493	468,000	94.7	443,300	537,337	90.6	486,684
Total	2,300,191	49.2	1,132,146	2,585,000	94.7	2,448,500	3,013,172	92.0	2,773,114
TOTAL UNITED STATES	29,904,663	40.3	12,048,762	32,641,000	81.7	26,666,500	34,854,532	82.8	28,838,203

* Official U. S. Census of 1930. † Estimates of Joint Committee on Radio Research. ‡ Official U. S. Census of 1940, as projected by NAB Research Bureau.

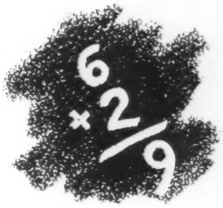
WEAF

660 KC 50,000 WATTS NBC NETWORK

NEW YORK

"This is the National Broadcasting Company"

THE 1/5 THAT = 25%



Mathematicians would disagree we know and Einstein might say it isn't relative, but 1/5 actually does = 25% on the Atlantic Coast Network.

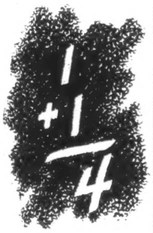
Like this: From Boston to Washington . . . through eight states and nearly two score of America's greatest markets . . . the Atlantic Coast Network reaches 1/5 of all the radio homes of the nation . . . 6,060,000 of them.* And 1/5 in the conventional manner, is 20%

And then something happens that makes your sales curve leap for joy! For this 1/5 of America's radio homes actually controls 25%* of the nation's effective buying power. Atlantic Coast-ites earn, and spend, 1/4 of America's income, making the ACN coverage area one of the country's richest-per-capita markets.

This market, where 1/5 = 25% is now available, for the first time, "waste-free" . . . at the cost of a major New York City outlet alone.

Only over the Atlantic Coast Network!

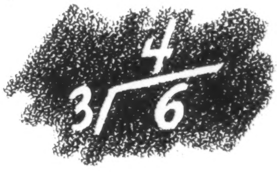
**And growing by leaps and bounds as a result of the many war plants along the Atlantic Coast.*



THE ATLANTIC COAST NETWORK, INC.

501 MADISON AVENUE • NEW YORK CITY

WNEW—New York • WCOP—Boston • WFCI—Providence-Pawtucket • WNBC—Hartford • WELI—New Haven
WPEN—Philadelphia • WFBR—Baltimore • WWDC—Washington • WBOC—Salisbury • WJEJ—Hagerstown



Radio Highlights and Headlines: 1942

Major Events of Year as Chronicled in BROADCASTING

(See issues of BROADCASTING nearest each date given for full details.)

[For Chronology of Radio from its beginnings, see 1942 YEARBOOK]

Jan. 1—Manila's four broadcast stations dismantled and destroyed several days before fall of Philippine's capital, says official report.

Jan. 5—Blue Network Co. starts as separate entity, divorced from NBC but under parenthood of RCA.

Jan. 5—Circuit Court of Appeals in Richmond upholds rights of Lone Ranger Inc. and accords owners of radio dramatic property fullest protection against unfair competition or "filching" of scripts, personalities or characters, setting radio precedent.

Jan. 9—Mark Woods, former vice-president and treasurer of NBC, and Edgar Kobak, former vice-president of NBC in charge of BLUE sales, are elected president and executive vice-president, respectively, of BLUE Network Co. Red Network name is abolished and becomes known as NBC.

Jan. 10—MBS files $10,275,000 triple-damage suit against RCA, parelleling Dept. of Justice anti-trust suits against NBC and CBS in Chicago courts, filed Dec. 31.

Jan. 16—Wartime Code of Practices for broadcasters promulgated by Office of Censorship, providing for voluntary rather than mandatory action.

Jan. 16—Office of Facts & Figures (subsequently succeeded by Office of War Information) designated by President Roosevelt as clearing house for Government broadcasting. William B. Lewis, former vice-president in charge of broadcasts of CBS, named director of Radio Bureau.

Jan. 19—National network business during 1941 totaled $107,000,000, about 10% ahead of preceding year.

Jan. 26—Court of Appeals for District of Columbia holds nothing in Communications Act allows FCC to discriminate against newspaper ownership. This view expressed in dicta in opinion upholding right of FCC to subpoena witnesses in so-called Stahlman case.

Jan. 30—All future construction of broadcast stations in areas now receiving primary service frozen by order of Donald M. Nelson, director of War Production Board. Defense Communications Board and FCC follow through with formal freeze orders.

Feb. 2—Gross time sales of $237,600,000 for 1941 attained by broadcasting industry, representing 14.2% increase over preceding year. Net time sales aggregate $176,280,000, or 13.2% ahead.

Feb. 2—Creation of Broadcasters Victory Council as a coalition of industry trade groups to function as liaison with all Government agencies in wartime announced. John Shepard 3d, president of Yankee Network, named chairman.

Feb. 6—NAB Code Compliance Committee adopts code for control of broadcasting of war news to insure maximum good taste.

Feb. 9—Wartime (EWT, etc.) inaugurated throughout country, setting clocks up one hour for war's duration. Action taken by President Roosevelt after Congress passes enabling legislation.

Feb. 17—FCC relaxes regulations governing broadcast station operators requirements because of war-created shortages of qualified technicians. Regulation subsequently relaxed to allow any class of license holder to operate stations under supervision of first-class licensee.

Feb. 18—Formation of The Advertising Council, sponsored by leading industry associations to help the war effort, announced with Chester J. LaRoche, of Young & Rubicam, as chairman and Miller McClintock as national director.

Feb. 21—Statutory three-judge court in New York holds it has no jurisdiction to adjudicate validity of FCC's chain-monopoly regulations. NBC and CBS prepare for Supreme Court appeal.

Feb. 24—WPB and FCC jointly promulgate freeze orders affecting all phases of broadcasting and ruling out new construction, except where certified by the military, for the duration.

March 18—Government Committee on War Information issues policies governing release of war information by Government agencies.

March 20—Neville Miller given vote of confidence by NAB board of directors after "rump movements" start for reorganization of NAB.

March 25—Paul W. Kesten named vice-president and general manager of CBS, succeeding Edward Klauber, former executive vice-president, who is elevated to chairmanship of executive committee with long-range planning duties.

April 6—Supreme Court upholds right of U. S. Court of Appeals for District of Columbia to issue stay orders against FCC decisions in WCPO, Cincinnati, case.

April 10—Second annual George Foster Peabody Awards announced. Winners: Cecil Brown, CBS reporter; *Against the Storm*, NBC daytime serial; *The Bill of Rights*, Norman Corwin production; Alfred Wallenstein, MBS musical director; NBC-Chicago *Round Table of the Air*; and international shortwave broadcasters, for their patriotic service.

April 23—Deems Taylor, composer, musician, critic and radio commentator, elected president of ASCAP, succeeding Gene Buck, retained in an advisory capacity.

April 27—FCC issues final freeze order, in collaboration with War Production Board and Defense Communications Board, in memorandum opinion outlining policy against new authorizations or modifications unless certified as in the war interest.

May 1—Frank H. McIntosh, technical supervisor of Fort Industry Co., named head of WPB Radio Section, handling station equipment priorities.

May 9—Graham McNamee, 53, pioneer radio announcer, dies of a heart ailment.

May 13—NAB's 20th annual convention in Cleveland votes down moves for reorganization and goes all-out for war effort.

May 18—Alfred I. DuPont radio station and radio commentator awards, carrying annual cash prizes of $1,000 each, formally announced by widow of financier and industrialist.

May 21—FCC and DCB propose plan for pooling of all broadcast equipment to stave off station closures. Plan subsequently dropped, with provisions made through WPB for adequate replacement and spare parts.

May 26—Dr. John R. Brinkley, 56, former Kansas and Mexican border broadcaster, widely known for promotion of goat gland rejuvenation by radio, dies in San Antonio.

June 1—Harry C. Butcher, vice-president of CBS in Washington, called to active Navy duty as lieutenant-commander in Office of Naval Communications. Subsequently transferred to London as Naval aide to Lt. Gen. Dwight D. Eisenhower. With Eisenhower in North African campaign.

June 1—Supreme Court reverses statutory three-judge court in New York on jurisdiction over chain-monopoly regulations and sends case back for full review on merits, resulting in temporary victory for NBC and CBS.

June 8—James C. Petrillo, president of American Federation of Musicians, touches off national controversy by banning recording and transcribing of music for public consumption as of Aug. 1. Action, plus other edicts, has repercussions in Congress, military agencies and in affected industries and arouses widespread public indignation.

June 13—Elmer Davis, noted CBS analyst and news commentator, appointed by President Roosevelt as director of newly-created Office of War Information, supplanting Office of Facts & Figures, succeeding Archibald MacLeish.

June 15—New Code of Wartime Practices for American broadcasters issued by Office of Censorship, retaining voluntary aspect of old code.

(*Continued on page 58*)

A TRIO in perfect Harmony!

ALONE each of us is strong enough to be heard in each station's zone by the people who count. (and everyone's counting bigger pay checks) Together, we blend our voices to encompass one of the country's fastest growing—easiest spending areas. Investigate today—our rate cards are interesting

A SURE-FIRE BET IS THE DANIEL BOONE NET!

DANIEL BOONE NET
with permanent lines between
WOPI-WISE-WKPT

BURN-SMITH COMPANY Nat'l Rep.
Harry Cummings—South East Rep
WESTERN N. CAROLINA-SOUTHWEST VIRGINIA-EAST TENNESSEE

THE *only* RADIO STATION IN MARYLAND'S SECOND LARGEST CITY!

DON'T MAKE MOLEHILLS OUT OF THESE MOUNTAINS!

CUMBERLAND
Pa.
Harrisburg
Charleston
Md.
Va.
Richmond

SERVING AND SELLING 100,000 FAMILIES IN THIS TRI-STATE AREA WHICH HAS NO OTHER EFFECTIVE DAYTIME RADIO COVERAGE.

WTBO

Cumberland, Maryland

820 KC. ☆ CLEAR CHANNEL ☆ UNITED PRESS ☆ ASSOCIATED PRESS

Radio Highlights and Headlines: 1942

(Continued from page 56)

July 10—Gardner Cowles Jr., president of Iowa Broadcasting Co. and prominent mid-western newspaper and magazine publisher, named assistant director of Office of War Information in charge of domestic operations, including Radio Bureau headed by William B. Lewis.

July 14—Broadcasting industry declared "essential" under Selective Service System by Maj. Gen. Lewis B. Hershey, director of Selective Service. Cited as one of 34 broadcast essential activities in war.

July 14—Industry's first war casualty is KFPL, Dublin, Tex., local outlet which gives up the ghost due to inability to maintain staff of qualified operators.

July 23—Department of Justice enters anti-trust law suit against James C. Petrillo and AFM because of his ban against recordings for public performance and stifling of amateur musicians.

July 30—Census Bureau county-by-county breakdowns show 82.8% of all occupied dwellings in United States were equipped with radios when 1940 census was taken.

Aug. 27—Senator D. Worth Clark (D-Idaho) introduces all-inclusive resolution (SRes-286) to inquire into "Petrilloism."

Aug. 28—Average given wage for some 20,000 fulltime employes in broadcasting stations and networks was $45.15 in 1941, an increase of $1.64 over 1940. Total weekly payroll averaged $1,138,249, an increase of $121,883 over preceding year.

Sept. 10—Directive issued by OWI requiring all Government agencies to channel radio programs through Radio Bureau of OWI.

Sept. 12—Court of Appeals holds in KOA-WHDH case that, by whatever name it may be called, a broadcast station has a definite right acquired through its operating license and the FCC cannot tamper with or grant a station's facilities without giving it a hearing.

Sept. 23—Government creates precedent through purchase of time on four Alaska stations by OWI, as means of maintaining outlets on air for vital war service.

Sept. 25—Formation of American Broadcasters Assn., to be horizontally competitive with NAB, announced by group of prominent broadcasters. On Nov. 11, movement dropped because of lack of industry interest.

Sept. 27—RCA Radio Research Laboratories dedicated at Princeton, N. J.

Oct. 8—Elmer Davis, OWI director, estimates that radio is contributing time worth $64,000,000 a year at commercial rates for war effort programming.

Oct. 12—Federal District Court in Chicago dismisses Department of Justice anti-trust case against AFM and James C. Petrillo. Case subsequently taken to Supreme Court by Assistant Attorney General Thurman Arnold.

Oct. 16—OWI names 17 well-known broadcast executives as regional consultants to handle war program clearances.

Oct. 16—National Selective Service headquarters defines score of broadcast occupations as critical, as sequel to its July action in declaring the industry "essential".

Nov. 1—Government takes over full-scale operation of all but technical phases of nation's international shortwave stations under lease arrangements whereby licensees relinquish practically all program control but are reimbursed for rental of their facilities.

Nov. 10—Miller McClintock, executive director of The Advertising Council, becomes first salaried president of MBS, taking office Jan. 4, 1942.

Nov. 16 — Statutory three-judge court in New York dismisses appeals of NBC and CBS for injunctions restraining FCC from putting network monopoly regulations into effect. Networks take case to Supreme Court.

Nov. 25—Maj. Gen. Charles McKinley Saltzman, USA retired, former chairman of Federal Radio Commission, dies in Washington after brief illness.

Nov. 30—FCC orders termination of developmental broadcast license to use 500,000 watts issued to WLW, Cincinnati, effective Jan. 1. Its high-power transmitter slated for war use, either in international cr standard broadcasting.

Dec. 1—Radio goes on full wartime basis with FCC order enforcing horizontal power reduction of one decibel and relaxation of normal engineering standards.

Dec. 7—Federal Trade Commission launches preliminary investigation into rate and discount structures of all national networks.

Dec. 7—Radio's "Roll of Honor" in first year of war shows 12 known dead or missing in action.

Dec. 7—Bob Hope, NBC comedian, named champion of champions in several radio popularity polls.

Dec. 16—General Tire & Rubber Co. purchases Yankee Network in New England for $1,240,000.

Dec. 25—Coca-Cola breaks all sponsorship records with 12-hour Christmas program on 142 BLUE stations, featuring *Victory Parade's Christmas Party of Spotlight Bands.*

Dec. 30—Government war effort programming enters new phase with adoption of broad-gauged program allocation plan by OWI, effective Jan. 18, and scheduling transcribed programs and scripts available for local sponsorship effective Feb. 1.

Dec. 31—Lord & Thomas, pioneer advertising agency placing many basic radio accounts, dissolves with retirement of Albert D. Lasker, president and principal owner. Foote, Cone & Belding formed as successor.

902

radio stations in the United States, but—

ONLY ONE

that can be heard satisfactorily at all times throughout the entire Roanoke-Southwest Virginia market!*
And that station is

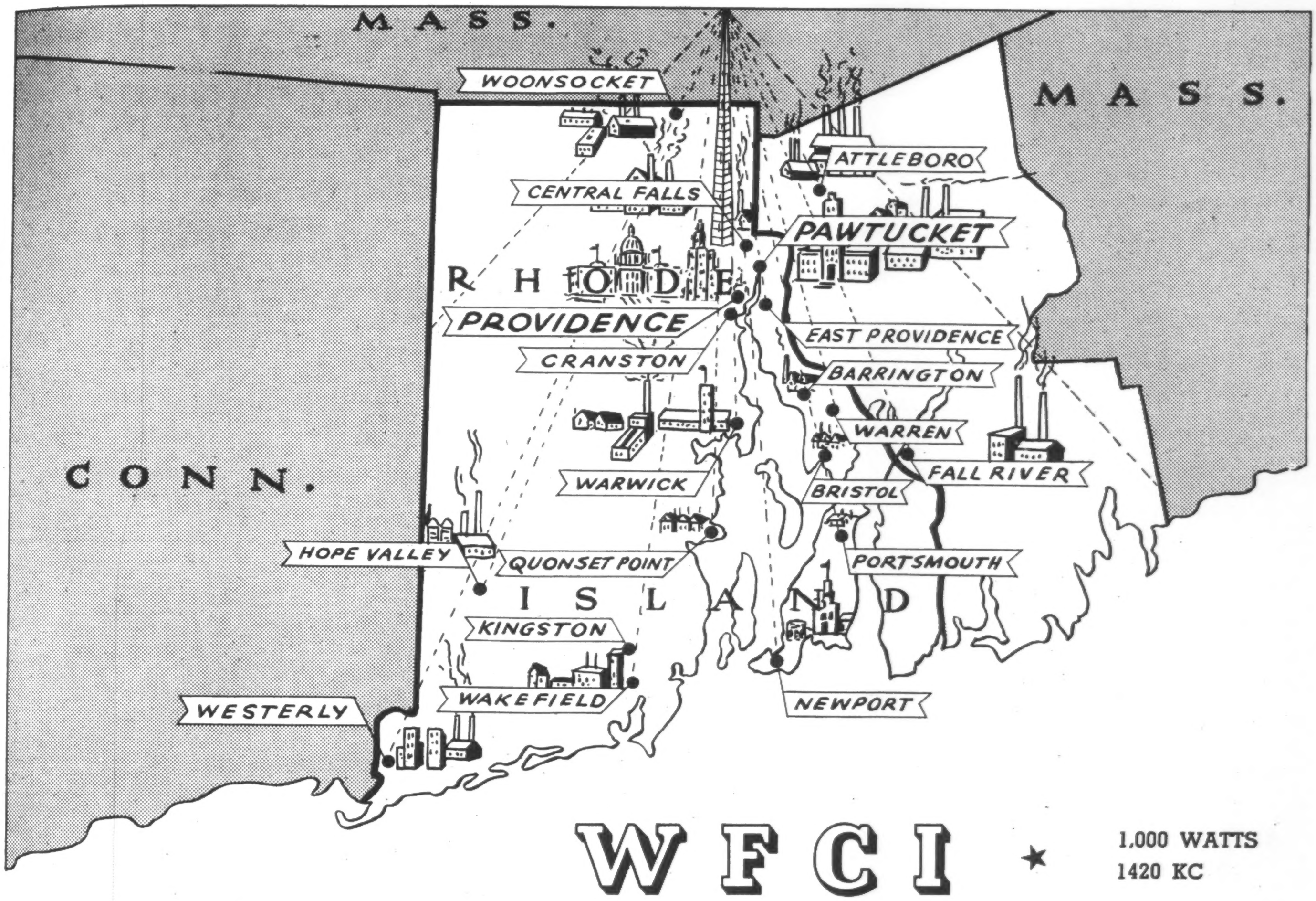
CBS Affiliate
960 K. C.
5000 Watts
Full Time

WDBJ
ROANOKE, VA.

Owned and
Operated by
TIMES-WORLD
CORPORATION

*29.9% of Virginia's total population
28.6% of Virginia's radio families
25.8% of Virginia's buying power
25.7% of Virginia's retail sales

FREE & PETERS, INC., *Exclusive National Representatives*


MASS.
MASS.
CONN.
RHODE ISLAND
WOONSOCKET
CENTRAL FALLS
ATTLEBORO
PAWTUCKET
PROVIDENCE
EAST PROVIDENCE
CRANSTON
BARRINGTON
WARREN
FALL RIVER
WARWICK
BRISTOL
HOPE VALLEY
QUONSET POINT
PORTSMOUTH
KINGSTON
WAKEFIELD
NEWPORT
WESTERLY

WFCI ★

1,000 WATTS
1420 KC

High Potential Audience - - Low Cost

A POWERFUL INFLUENCE OVER A **$793,798,000** BUYING POWER

No New England Campaign Is Complete Without Effective Coverage of This Rich, Concentrated High-Spot New England Market

PROVIDENCE TRADING AREA RANKS:

★ 52nd in Population! ★ 32nd in Total Income ★ 9th in Income Per Family

Effective Buying Income — $793,798,000!

★ 84.59% Better Than 1940! ★ 39% Greater Than National Average!

For More Listeners Per Dollar. For Intensive Coverage of a Concentrated Market. For Sending Your Sales Message to **253,000** Radio Homes Where There's **$793,798,000** To Spend

Buy WFCI

where the popular programs of the BLUE NETWORK ride high on a wave of popularity

MARKET DATA COPYRIGHTED SALES MANAGEMENT SURVEY OF BUYING POWER OCTOBER 10, 1942

National Representatives: **HEADLEY-REED COMPANY** NEW YORK, CHICAGO, DETROIT
ATLANTA • SAN FRANCISCO

Directory of

BROADCASTING STATION REPRESENTATIVES

With Lists of Stations Represented

Lists of stations supplied by each firm; asterisk (*) indicates non-exclusive representation; dagger (†) indicates firm is also newspaper representative

FRANK R. BACK

Chicago—540 N. Michigan Ave. Tel.:Delaware 1055. Mgr.: Frank R. Back.

Represents

KWNO, Winona, Minn.
WIGM, Medford, Wis.

BERTHA BANNAN

Boston—Little Bldg. Tel.: Hubbard 4370. Mgr.: Bertha Bannan.

New England Representation

*WCAU, Philadelphia
*WHN, New York City
*WDEV, Waterbury, Vt.
*WJAR, Providence
*WLBZ, Bangor, Me.
*WSYR, Syracuse, N. Y.
*WHAI, Greenfield, Mass.
*WCSH, Portland, Me.
WHYN, Holyoke, Mass.
*WIBX, Utica, N. Y.
*WRDO, Augusta, Me.
*WFEA, Manchester, N. H.
*WBRY, Waterbury, Conn.
*WNBC, Hartford, Conn.
*WSPR, Springfield, Mass.
WOCB, West Yarmouth, Mass.
*WHEB, Portsmouth, N. H.

WALTER BIDDICK CO.

Los Angeles—Chamber of Commerce Bldg. Tel.: Richmond 6184. Mgr.: Walter Biddick.
San Francisco—Monadnock Bldg.

Represents on Pacific Coast

KFQD, Anchorage, Alaska
*KTKN, Ketchikan, Alaska
KFOX, Long Beach, Cal.
*KTRB, Modesto, Cal.
*KROY, Sacramento, Cal.
KSRO, Santa Rosa, Cal.
*KHUB, Watsonville, Cal.
KFXD, Nampa, Ida.
*WJJD, Chicago
*KOOS, Marshfield, Ore.
KLS, Oakland, Cal.
*WIBW, Topeka, Kan.
*KFBB, Great Falls, Mont.
*KGVO, Missoula, Mont.
*KAST, Astoria, Ore.
*KBND, Bend, Ore.
*KFJI, Klamath Falls, Ore.
*KLBM, La Grande, Ore.
*KGY, Olympia, Wash.
*KDFN, Casper, Wyo.
*WSGN, Birmingham, Ala.
KFAR, Fairbanks, Alaska
*WGRC, Louisville, Ky.
*KENO, Las Vegas, Nev.
*WIBX, Utica, N. Y.
*KTKC, Visalia, Cal.
*KODL, The Dalles, Ore.
*KXRO, Aberdeen, Wash.

JOHN BLAIR & COMPANY

Chicago—520 No. Michigan Ave. Tel.: Superior 8659. Mgr.: John Blair.
New York City—341 Madison Ave. Tel.: Murray Hill 9-6084. Mgr.: George W. Bolling.
St. Louis—Paul Brown Bldg. Tel.: Chestnut 5688. Mgr.: J. Chris Hetherington.
Los Angeles—Chamber of Commerce Bldg. Tel.: Prospect 3584. Mgr.: Carleton Coveny.
San Francisco—Russ Bldg. Tel.: Douglas 3188. Mgr.: Lindsey H. Spight.

Represents

Don Lee Broadcasting System (MBS)
Pacific Broadcasting Co.
The Arizona Radio Network

KOY, Phoenix, Ariz.
KPMC, Bakersfield, Cal.
KIEM, Eureka, Cal.
KHJ, Los Angeles
KFXM, San Bernardino, Cal.
KGB, San Diego, Cal.
KFRC, San Francisco
KVEC, San Luis Obispo, Cal.
KVOE, Santa Ana, Cal.
KDB, Santa Barbara, Cal.
*KGDM, Stockton, Cal.
KFEL, Denver
*WJAX, Jacksonville, Fla.
WQAM, Miami, Fla.
*WFLA, Tampa, Fla.
WAGA, Atlanta, Ga.
*KIDO, Boise, Ida.
KXEL, Waterloo, Iowa
WLS, Chicago
WFBR, Baltimore
WOW, Omaha
WNBF, Binghamton, N. Y.
*WNEW, New York City
KFYR, Bismarck, N. D.
WBNS, Columbus, O.
WHIZ, Zanesville, O.
*KORE, Eugene, Ore.
WHP, Harrisburg, Pa.
WGBI, Scranton, Pa.
*WROL, Knoxville, Tenn.
KTRH, Houston
KTSA, San Antonio, Tex.
KDYL, Salt Lake City
WMBG, Richmond, Va.
KOL, Seattle
*KMO, Tacoma, Wash.
*KIT, Yakima, Wash.
WMMN, Fairmont, W. Va.
WWVA, Wheeling, W. Va.
KGMB, Honolulu, Hawaii

BLUE NETWORK SPOT SALES

New York City—30 Rockefeller Plaza. Tel.: Circle 7-5700. Mgr.: Murray Grabhorn.
Chicago—Merchandise Mart Bldg. Tel.: Delaware 1900. Mgr.: Gil Berry.
Hollywood—Sunset & Vine. Tel.: Hillside 8231. Mgr.: Fred Becker.
Detroit—802 Fisher Bldg. Tel.: Trinity 2-7900. Mgr.: John Donohue.
San Francisco—111 Sutter St. Tel.: Graystone 6565. Mgr.: Fred Becker.

Represents

KGO, San Francisco
WMAL, Washington
WENR, Chicago
WJZ, New York City

†THE BRANHAM CO.

Chicago—360 No. Michigan Ave. Tel.: Central 5726. Mgr.: E. F. Corcoran.
New York City—230 Park Ave. Tel.: Murray Hill 6-1860. Mgr.: M. H. Long.
Atlanta—Rhodes-Haverty Bldg. Tel.: Walnut 4851. Mgr.: J. B. Keough.
St. Louis—Arcade Bldg. Tel.: Chestnut 6192. Mgr.: Sloane McCauley.
Kansas City—Board of Trade Bldg. Tel.: Harrison 1023. Mgr.: George F. Dillon.
Dallas—Texas Bank Bldg. Tel.: 2-8569. Mgr.: A. J. Putnam.
Detroit—General Motor Bldg. Tel.: Trinity 1,0440. Mgr.: H. A. Anderson.
Charlotte, N. C.—Commercial National Bank Bldg. Tel.: 8839. Mgr.: H. L. Ralls.
San Francisco—5 Third St. Tel.: Garfield 6740. Mgr.: George D. Close.
Los Angeles—448 So. Hill St. Tel.: Michigan 1269. Mgr.: W. E. Betts.
Memphis—Sterick Bldg. Tel.: 8-2344. Mgr.: Sidney L. Nichols.
Seattle—Empire Bldg. Tel.: Elliot 1769. Mgr.: A. G. Neitz.

Represents

KWKH, Shreveport, La.
KTBS, Shreveport, La.
*KTHS, Hot Springs, Ark.
WNOX, Knoxville, Tenn.
WMC, Memphis, Tenn.
KXYZ, Houston
KRIC, Beaumont, Tex.
KRIS, Corpus Christi, Tex.
KRLD, Dallas
WTJS, Jacksonville, Tenn.
WCPO, Cincinnati

West Virginia Network

WCHS, Charleston, W. Va.
WBLK, Clarksburg, W. Va.
WSAZ, Huntington, W. Va.
WPAR, Parkersburg, W. Va.

HOWARD C. BROWN CO.

Hollywood, Cal.—6404 Sunset Blvd. Tel.: Hollywood 6045. Mgr.: Howard C. Brown.

Represents

2UE, Sydney, Australia
3XY Melbourne, Australia
New Zealand Commercial Radio Stations

BURN-SMITH CO., Inc.

New York City—551 Fifth Ave. Tel.: Murray Hill 2-3124. Mgr.: C. Otis Rawalt.
Chicago—307 No. Michigan Ave. Tel.: Central 4290. Mgr.: John A. Toothill.
Los Angeles—Chamber of Commerce Bldg. Tel.: Richmond 6184. Mgr.: Walter Biddick.
San Francisco—681 Market St. Tel.: Garfield 0947. Mgr.: Walter Biddick.

Represents

KMTR, Hollywood, Cal.
WRDW, Augusta, Ga.
*WGRC, Louisville
WELL, Battle Creek, Mich.
WFDF, Flint, Mich.
WKBZ, Muskegon, Mich.
*KGVO, Missoula, Mont.
WFTC, Kinston, N. C.
WMFD, Wilmington, N. C.
*WNBH, New Bedford, Mass.
*WBRK, Pittsfield, Mass.
WMRF, Lewistown, Pa.
KOCY, Oklahoma City
WGH, Newport News, Va.
*WALB, Albany, Ga.
WFMD, Frederick, Md.
WFNC, Fayetteville, N. C.
WDEF, Chattanooga, Tenn.
WSTP, Salisbury, N. C.
KPAC, Port Arthur, Tex.
WOLF, Syracuse, N. Y.
WWDC, Washington, D. C.
*WOPI, Bristol, Tenn.
KMAC, San Antonio, Tex.
WRUF, Gainesville, Fla.
KVFD, Fort Dodge, Ia.
*WISE, Asheville, N. C.
WHBC, Canton, O.
WMRC, Greenville, S. C.
KTRI, Sioux City, Ia.
WLOF, Orlando, Fla.
WIP, Philadelphia
WRRF, Washington, N. C.
KWJJ, Portland, Ore.
*WKPT, Kingsport, Tenn.
The Southern Network
WRRN, Warren, O.
KXA, Seattle, Wash.
WCBT, Roanoke Rapids, N.C.
WGBG, Greensboro, N. C.
WGTM, Wilson, N. C.
WBAX, Wilkes-Barre, Pa.
WBIR, Knoxville, Tenn.
*Daniel Boone Network
KFBC, Cheyenne, Wyo.
WCNC, Elizabeth City, N. C.
WHAI, Greenfield, Mass.

†CAPPER PUBLICATIONS

New York City—420 Lexington Ave. Tel.: Mohawk 4-3280. Mgr.: Philip Zach.
Chicago—180 No. Michigan Ave. Tel.: Central 5977. Mgrs.: Frank Gaughen-Felix Morris.
Kansas City—21 W. Tenth St. Tel.: Harrison 4700. Mgr.: Joe Story.
San Francisco—Russ Bldg. Tel.: Douglas 5220. Mgr.: W. B. Flowers.

Represents

KCKN, Kansas City, Kan.
*WIBW, Topeka, Kan.

B. FRANK COOK

(Associated with Ward-Griffith Co. Inc., Newspaper Representatives)

Atlanta—Marietta St. Bldg. Tel.: Walnut 1231. Mgr.: B. Frank Cook.

(*Representation in the South Only*)

*WFBC, Greenville, S. C.
WLOF, Orlando, Fla.
*WALB, Albany, Ga.

COX & TANZ

Philadelphia—Drexel Bldg. Tel.: Lombard 1720. Mgr.: E. R. Tanz.
New York City—535 Fifth Ave. Tel.: Murray Hill 2-8284. Mgr.: A. P. Cox.
Chicago—228 No. LaSalle St. Tel.: Franklin 2095. Mgr.: J. C. Cox Jr.

Represents

WGAA, Cedartown, Ga.
WBLJ, Dalton, Ga.
WKMO, Kokomo, Ind.
WPAY, Portsmouth, O.
*KAST, Astoria, Ore.
WKOK, Sunbury, Pa.
WOLS, Florence, S. C.
WFIG, Sumter, S. C.
KGFX, Pierre, S. D.
*WHUB, Cookeville, Tenn.
KNEL, Brady, Tex.
*KPAB, Laredo, Tex.
KRBA, Lufkin, Tex.
KRLH, Midland, Tex.
KNET, Palestine, Tex.
KTBI, Tacoma, Wash.
WJMC, Rice Lake, Wis.
*KPOW, Powell, Wyo.
KFFA, Helena, Ark.
WMFR, High Point, N. C.
WMJM, Cordele, Ga.
KTNM, Tucumcari, N. M.
WKPA, New Kensington, Pa.
WJOB, Hammond, Ind.
WGNC, Gastonia, N. C.
WCHV, Charlottesville, Va.

HARRY E. CUMMINGS

Jacksonville, Fla.—Barnett Bank Bldg. Tel.: 3-0381. Mgr.: Harry E. Cummings.

Southeastern Representative

*WJAX, Jacksonville, Fla.
*WIOD, Miami, Fla.
*WFLA, Tampa, Fla.
*WROL, Knoxville, Tenn.
*WHIO, Dayton, O.

*Daniel Boone Network Comprising:

*WOPI, Bristol, Tenn.
*WKPT, Kingsport, Tenn.
*WISE, Asheville, N. C.

†DE LISSER Inc.

New York City—11 E. 44th St. Tel.: Murray Hill 2-1753. Mgr.: William F. Gallagher.
Philadelphia—1421 Chestnut St. Tel.: Rittenhouse 1390. Mgr.: Ralph Steen.
Chicago—180 No. Michigan Ave. Tel.: Dearborn 8108. Mgr.: W. J. Fitzpatrick Jr.

Represents

WSLB, Ogdensburg, N. Y.

THE FOREMAN CO.

Chicago—Wrigley Bldg. Tel.: Delaware 1869. Mgr.: Edwin G. Foreman Jr.
New York City—247 Park Ave. Tel.: Eldorado 5-0174. Mgr.: Edwin G. Foreman Jr.
Beverly Hills, Cal.—205 S. Beverly Drive. Tel.: Crestview 1-2166.

Represents

WIND, Chicago
WQXR, New York City
WLAK, Lakeland, Fla.
WCAR, Pontiac, Mich.
KATE, Albert Lea, Minn.
WLOL, Minneapolis
WTAX, Springfield, Ill.
WHBL, Sheboygan, Wis.
KLCN, Blytheville, Ark.
KBST, Big Spring, Tex.
KCMC, Texarkana, Tex.
KGKL, San Angelo, Tex.
KPLT, Paris, Tex.
KRBC, Abilene, Tex.
Southern Minnesota Network

FORJOE & COMPANY

New York City—19 W. 44th St. Tel.: Vanderbilt 6-5080. Mgr.: Joseph Bloom.
Chicago—333 N. Michigan Ave. Tel.: Randolph 6225. Mgr.: Hal Holman.

Represents

WAJR, Morgantown, W. Va.
WCOU, Lewiston, Me.
WCAP, Asbury Park, N. J.
WIBM, Jackson, Mich.
*WJBK, Detroit
WLBC, Muncie, Ind.
WGES, Chicago
WSBC, Chicago
*KHUB, Watsonville, Cal.
KICA, Clovis, N. M.
KONO, San Antonio, Tex.
*KPAB, Laredo, Tex.
KPDN, Pampa, Tex.
*WISR, Butler, Pa.
KGBS, Harlingen, Tex.
KEEW, Brownsville, Tex.
KEYS, Corpus Christi, Tex.
WMVA, Martinsville, Va.

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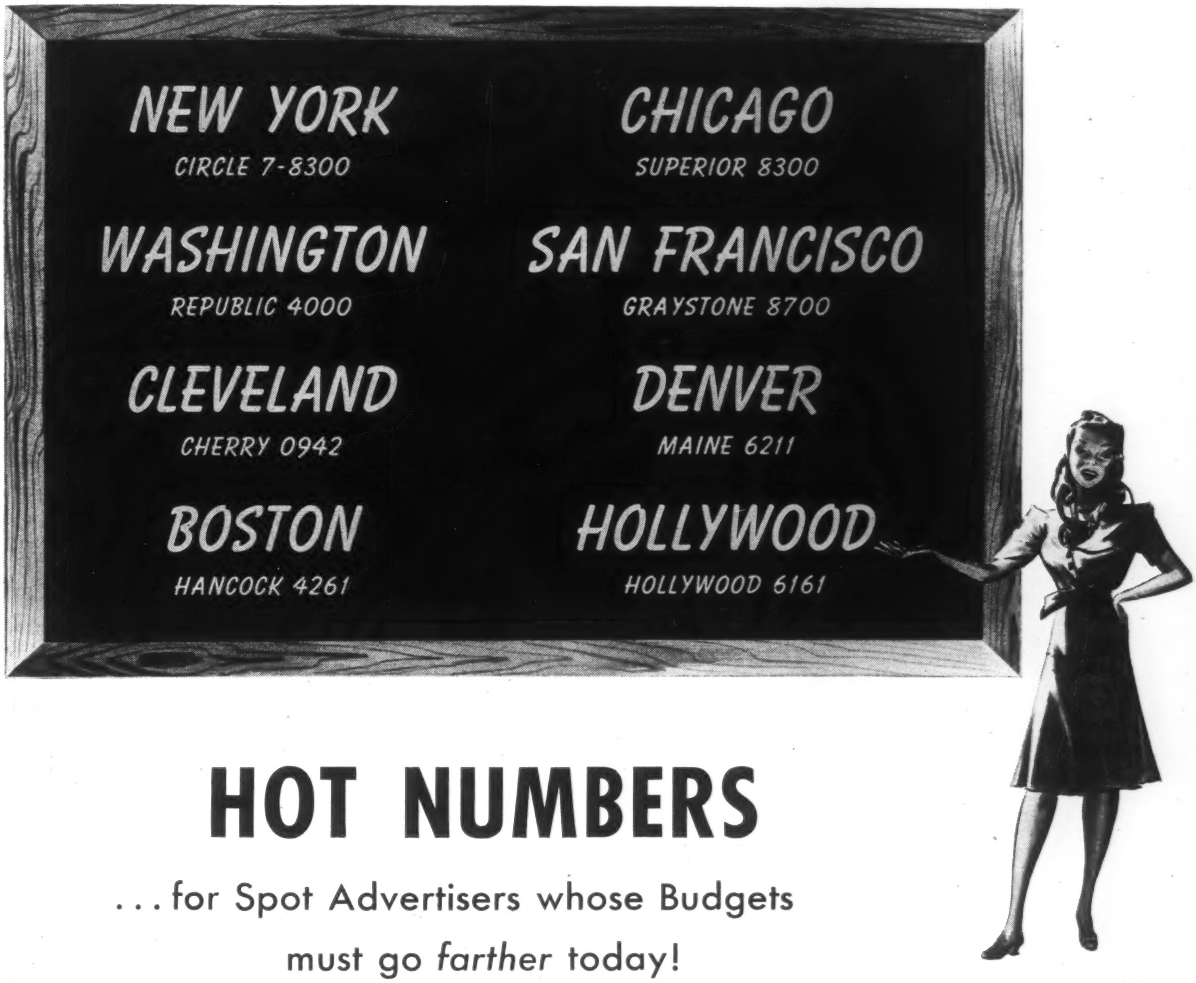
NEW YORK
CIRCLE 7-8300
CHICAGO
SUPERIOR 8300
WASHINGTON
REPUBLIC 4000
SAN FRANCISCO
GRAYSTONE 8700
CLEVELAND
CHERRY 0942
DENVER
MAINE 6211
BOSTON
HANCOCK 4261
HOLLYWOOD
HOLLYWOOD 6161

HOT NUMBERS

. . . for Spot Advertisers whose Budgets must go *farther* today!

Your nearest NBC Spot Sales Office is *your* key to successful Spot Radio campaigns at lowest cost.

The 11 NBC Key Stations represented by that office have proved for many years their ability to deliver sales-messages into homes *where sales-potentials are highest and sales-resistances lowest* . . . your best bets *today!* In New York, Chicago, San Francisco, Washington, Denver. In Cleveland and Schenectady—in Boston and Philadelphia—in Pittsburgh and Fort Wayne!

But that's not all. Any NBC Spot Sales Office will be glad to give you *the data you need* to win those markets! The listening-habits of Fort Wayne, for instance . . . the buying-habits of Boston. The reasons why Pittsburgh is a "department-store city" while Cleveland is not. The data, in short, that lets you make full use of the inherent *flexibility* of Spot Radio. The data that lets you match your *methods* to your markets!

NBC SPOT SALES

Representing

WBZ Boston
WBZA Springfield
WEAF New York

WGY Schenectady
KYW Philadelphia
WRC Washington

KDKA Pittsburgh
WTAM Cleveland
WOWO Fort Wayne

WMAQ Chicago
KOA Denver
KPO San Francisco

Directory of
BROADCASTING STATION REPRESENTATIVES

[Continued from Page 60]

R. C. FOSTER

Boston—Statler Office Bldg. Tel.: Hubbard 5225. Mgr.: R. C. Foster.

New England Representation

*WDRC, Hartford
*WLAW, Lawrence, Mass.
*WNBH, New Bedford, Mass.
*WESX, Marblehead, Mass.
WABI, Bangor, Me.
*WGAN, Portland, Me.
*WMUR, Manchester, N. H.
*WSYB, Rutland, Vt.
*WPRO, Providence, R. I.
*WNEW, New York City

Non-Exclusive Representation

*WELI, New Haven
WNLC, New London, Conn.
*WHAI, Greenfield, Mass.
*WSAR, Fall River, Mass.
*WBRK, Pittsfield, Mass.
*WPEN, Philadelphia

FREE & PETERS, Inc.

Chicago—180 No. Michigan Ave. Tel.: Franklin 6373. Mgr.: James L. Free.
New York City—247 Park Ave. Tel.: Plaza 5-4131. Mgr.: H. Preston Peters.
San Francisco—111 Sutter St. Tel.: Sutter 4353. Mgr.: A. Leo Bowman.
Hollywood—1512 N. Gordon St. Tel.: Gladstone 3949. Mgr.: Hal W. Hoag.
Atlanta—Palmer Bldg. Tel.: Main 5667. Mgr.: James M. Wade.

Represents

WGR, Buffalo, N. Y.
WKBW, Buffalo, N. Y.
WCKY, Cincinnati
WOC, Davenport, Ia.
WHO. Des Moines
KMA, Shenandoah, Ia.
WDAY Fargo, N. D.
KMBC, Kansas City
WISH, Indianapolis
WJWC, Chicago
KARM, Fresno, Cal.
KDAL, Duluth
WKZO, Kalamazoo, Mich.
WTCN, Minneapolis-St. Paul
WMBD, Peoria, Ill.
KSD, St. Louis
WFBL, Syracuse
WCSC, Charleston, S. C.
WIS, Columbia, S. C.
WINS, New York City
WPTF, Raleigh, N. C.
WDBJ, Roanoke, Va.
WAVE, Louisville
KOMA, Oklahoma City
KTUL, Tulsa, Okla.
KECA, Los Angeles
KOIN, Portland, Ore.
KALE, Portland, Ore.
KOB, Albuquerque, N. M.
KROW, Oakland, Cal.
KIRO, Seattle

GRACE GIBSON

Hollywood—1651 Cosmo St. Tel.: Hollywood 6928. Mgr.: Grace Gibson.

(*Represents Macquarie Network of Australia, Sydney, and through Macquarie represents New Zealand and South African stations.*)

W. S. GRANT

San Francisco—580 Market St. Tel.: Garfield 7700. Mgr.: W. S. Grant.
Los Angeles—Hellman Bldg. Tel.: Michigan 4573. Mgr.: H. H. Conger.

Exclusive Representation McClung Stations in San Francisco-Los Angeles

KVCV, Redding, Cal.
*KTRB, Modesto, Cal.
KDON, Monterey, Cal.
KHSL, Chico, Cal.
KMYC, Marysville, Cal.
*KFJI, Klamath Falls, Ore.
KYOS, Merced, Cal.
*KTKC, Visalia, Cal.
*KGDM, Stockton, Cal.

HOMER GRIFFITH CO.

Hollywood—6362 Hollywood Blvd. Tel.: Granite 1726. Mgr.: Homer Griffith.
San Francisco—681 Market St. Tel.: Garfield 0947. Mgr.: R. J. Bidwell.
Seattle—White Bldg. Tel.: Main 6626. Mgr.: Hal Pearce.

Pacific Coast Representation

*KWYO, Sheridan, Wyo.
*KSEI, Pocatello, Ida.
*KTFI, Twin Falls, Ida.
*KBKR, Baker, Ore.
*WPEN, Philadelphia
*KJBS, San Francisco
*WIRE, Indianapolis
*KELA, Centralia, Wash.
*KWIL, Albany, Ore.
KGEZ, Kalispell, Mont.
*WHLS, Port Huron, Mich.
*KPOW, Powell, Wyo.
*KDFN, Casper, Wyo.
KVRS, Rock Springs, Wyo.

Exclusive

KTOH, Lihue, T. H.
*KENO, Las Vegas, Nev.

MELCHOR GUZMAN COMPANY Inc.

New York City—9 Rockefeller Plaza. Tel.: Circle 7-2450. Mgr.: A. M. Martinez.

(*Represents stations in Cuba, Mexico, Central and South America*)

HEADLEY-REED CO.

New York City—420 Lexington Ave. Tel.: Murray Hill 3-5470. Mgr.: Frank M. Headley.
Chicago—180 No. Michigan Ave. Tel.: Franklin 4686. Mgr.: Dwight S. Reed.
Detroit—New Center Bldg. Tel.: Madison 4675. Mgr.: Harry H. Walsh.
Atlanta—Glenn Bldg. Tel.: Walnut 1636. Mgr.: Gregory Murphy.
San Francisco—300 Montgomery St. Tel.: Yukon 1265. Mgr.: Ralph Mitchell.

Represents

*WSGN, Birmingham, Ala.
WSFA, Montgomery, Ala.
*WNBC, Hartford, Conn.
WROK, Rockford, Ill.
WCOP, Boston
KFEQ, St. Joseph, Mo.
WSOC, Charlotte, N. C.
WFCI, Pawtucket, R. I.
WITH, Baltimore
KANS, Wichita, Kan.
WSJS, Winston-Salem, N. C.
WBAB, Atlantic City, N. J.
WHLD, Niagara Falls, N. Y.
WKIP, Poughkeepsie, N. Y.
WFAS, White Plains, N. Y.
KMMJ, Grand Island, Neb.
WFMJ, Youngstown, O.
WFBG, Altoona, Pa.
WJAC, Johnstown, Pa.
WAPO, Chattanooga, Tenn.
WGAC, Augusta, Ga.
WALA, Mobile, Ala.
WJW, Akron, O.

Connecticut Broadcasting System

GEORGE P. HOLLINGBERY CO.

Chicago—307 No. Michigan Ave. Tel.: State 2898. Mgr.: George P. Hollingbery.
New York City—420 Lexington Ave. Tel.: Murray Hill 3-9447. Mgr.: F. E. Spencer Jr.
Detroit—Park & Adams Sts. Tel.: Cherry 5200. Mgr.: Fred F. Hague.
Atlanta—Healy Bldg. Tel.: Walnut 3856. Mgr.: M. P. Martin.
San Francisco—300 Montgomery St. Tel.: Douglas 4393. Mgr.: R. J. Birch.
Los Angeles—607 So. Hill St. Tel.: Vandike 7386. Mgr.: J. V. Fisler.

Represents

WHAM, Rochester, N. Y.
WEBC, Duluth, Minn.
WADC, Akron, O.
WTMA, Charleston, S. C.
WAAF, Chicago
*WSPR, Springfield, Mass.
WREN, Lawrence, Kan.
WSAV, Savannah, Ga.
WORD, Spartanburg, S. C.
WHDH, Boston
WSPA, Spartanburg, S. C.
WWJ, Detroit
KSCJ, Sioux City, Ia.
WBIG, Greensboro, N. C.
*WIOD, Miami
WBCM, Bay City, Mich.
KOWH, Omaha
WNBZ, Saranac Lake, N. Y.
KVI, Tacoma, Wash.
WPDQ, Jacksonville, Fla.
*WHIO, Dayton, O.
WJDX, Jackson, Miss.
WEAU, Eau Claire, Wis.
WEEU, Reading, Pa.
WJBO, Baton Rouge, La.
KTSM, El Paso, Tex.
WMFF, Plattsburg, N. Y.
WARM, Scranton, Pa.

HAL HOLMAN CO.

New York City—19 W. 44th St. Tel.: Vanderbilt 6-5030. Mgr.: Joseph Bloom.
Chicago—333 N. Michigan Ave. Tel.: Randolph 6225. Mgr.: Hal Holman.

Represents

WGOV, Valdosta, Ga.
WHBU, Anderson, Ind.
*WJBK, Detroit
*WHLS, Port Huron, Mich.
WTCM, Traverse City, Mich.
*WISR, Butler, Pa.
KAND, Corsicana, Tex.
KXOX, Sweetwater, Tex.
WMAM, Marinette, Wis.
WIBU, Poynette, Wis.
*WRJN, Racine, Wis.
KICD, Spencer, Ia.
WAYX, Waycross, Ga.
Wisconsin Network Inc.

INTERCOLLEGIATE BCSTG. STATION REPRESENTATIVES

New York City—507 Fifth Ave. Tel.: Vanderbilt 6-6075. Mgr.: Louis M. Block Jr.

(*Represents Campus Stations at Princeton, Yale, Columbia, Cornell, Brown, Williams, Wesleyan, Union College, Rhode Island State, U. of Connecticut, Harvard, Hamilton, Alabama, Knox, Georgetown, Massachusetts State.*)

THE KATZ AGENCY

New York City—500 Fifth Ave. Tel.: Wisconsin 7-8620. Mgr.: George Brett.
Chicago—307 No. Michigan Ave. Tel.: Central 4238. Mgr.: Gerald H. Gunst.
Detroit—General Motors Bldg. Tel.: Trinity 2-7685. Mgr.: Ralph Bateman.
Kansas City—Bryant Bldg. Tel.: Victor 7095. Mgr.: Gordon Gray.
Atlanta—Marietta St. Bldg. Tel.: Walnut 4795. Mgr.: Fred M. Bell.
Dallas—Republic Bank Bldg. Tel.: 2-7936. Mgr.: Frank Brimm.
San Francisco—Monadnock Bldg. Tel.: Sutter 7434. Mgr.: Richard S. Railton.

Represents

WGST, Atlanta
KGHL, Billings, Mont.
WMT, Cedar Rapids-Waterloo
WCFL, Chicago
WKRC, Cincinnati
KVOR, Colorado Springs
WNAX, Yankton, S. D.
WISN, Milwaukee
WFBM, Indianapolis
WCAE, Pittsburgh
WDAE, Tampa, Fla.
WTAD, Quincy, Ill.
KLZ, Denver
KRNT, Des Moines
KSO, Des Moines
KGU, Honolulu
WFIL, Philadelphia
KLRA, Little Rock, Ark.
WMAZ, Macon, Ga.
WREC, Memphis, Tenn.
WWL, New Orleans
WKY, Oklahoma City
WTOC, Savannah, Ga.
*KFPY, Spokane, Wash.
WSPD, Toledo, O.
*WLAW, Lawrence, Mass.

JOHN KEATING

Portland, Ore.—Studio Bldg. Tel.: Beacon 1009. Mgr.: John Keating.

Special regional representation of Oregon, Washington and Idaho stations

*KAST, Astoria, Ore.
KRNR, Roseburg, Ore.
*KFJI, Klamath Falls, Ore.
KSLM, Salem, Ore.
*KOOS, Marshfield, Ore.
*KBND, Bend, Ore.
*KBKR, Baker, Ore.
*KORE, Eugene, Ore.
KMED, Medford, Ore.
KUIN, Grants Pass, Ore.
*KLBM, LaGrande, Ore.
KWRC, Pendleton, Ore.
*KODL, The Dalles, Ore.
*KWIL, Albany, Ore.
*KIDO, Boise, Ida.
*KTFI, Twin Falls, Ida.
KRLC, Lewiston, Ida.
KWLK, Longview, Wash.
KEVR, Seattle, Wash.
*KFPY, Spokane, Wash.
*KELA, Centralia, Wash
*KGY, Olympia, Wash.
*KXRO, Aberdeen, Wash.
*KMO, Tacoma, Wash.
KVOS, Bellingham, Wash.
*KPQ, Wenatchee, Wash.
*KIT, Yakima, Wash.
KUJ, Walla-Walla, Wash.
KEVE, Everett, Wash.

McCLATCHY BROADCASTING CO.

San Francisco—Russ Bldg. Tel.: Exbrook 2093. Mgr.: David H. Sandeberg.

Represents on West Coast

*KFBK, Sacramento, Cal.
*KMJ, Fresno, Cal.
*KWG, Stockton, Cal.
*KERN, Bakersfield, Cal.
*KOH, Reno, Nev.

(*National representation by Paul H. Raymer Co.*)

JOSEPH HERSHEY McGILLVRA

New York City—366 Madison Ave. Tel.: Murray Hill 2-8755. Mgr.: Joseph H. McGillvra
Chicago—919 No. Michigan Ave. Tel.: Superior 3444. Mgr.: Harold Higgins.
Los Angeles—Western Pacific Bldg. Tel.: Prospect 5319. Mgr.: H. L. Keeler.
San Francisco—Mills Bldg. Tel.: Sutter 1393. Mgr.: Duncan A. Scott.

Represents

KPAS, Pasadena
KLX, Oakland, Cal.
KPRO, Riverside, Cal.
*KROY, Sacramento, Cal.
KVOD, Denver
*WBRY, Waterbury, Conn.
WTSP, St. Petersburg, Fla.
WEMP, Milwaukee, Wis.
WNOE, New Orleans, La.
WMEX, Boston
WLAV, Grand Rapids, Mich.
WSOO, Sault Ste. Marie, Mich.
KCMO, Kansas City, Mo.
*WMUR, Manchester, N. H.
WHCU, Ithaca, N. Y.
*KINY, Juneau, Alaska
*WOV, New York City
WSAY, Rochester, N. Y
KXL, Portland, Ore.
KLO, Ogden, Utah
KOVO, Provo, Utah
*WSYB, Rutland, Vt.
*KPQ, Wenatchee, Wash.
WGKV, Charleston, W. Va.

Canadian Stations Represented

CJCJ, Calgary, Alta.
CJOR, Vancouver, B. C.
CKX, Brandon, Man.
CFAR, Flin Flon, Man.
CKY, Winnipeg, Man.
CKNB, Campbellton, N. B.
CKCW, Moncton, N. B.
CJGX, Yorkton, Sask.
CHSJ, Saint John, N. B.
CHML, Hamilton, Ont.
CFPL, London, Ont.
CKCO, Ottawa, Ont.
CFOS, Owen Sound, Ont.
CKTB, St. Catherines, Ont.
CFRB, Toronto, Ont.
CJRM, Regina, Sask.
CKCL, Toronto, Ont.
*CKLW, Windsor, Ont.
CHLP, Montreal, Que.
CKAC, Montreal, Que.
CHNC, New Carlisle, Que.
CHRC, Quebec, Que.
CJBR, Rimouski, Que.

Mexican Stations Represented

XEW, Mexico City
XEQ, Mexico City

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(Continued on page 64)

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[Continued from Page 62]

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(Eastern Canada)

RADIO REPRESENTATIVES, Ltd.

Toronto, Ont.—4 Albert St. Tel.: Waverly 5564. Mgr.: J. Slatter.
Montreal, Que.—Dominion Sq. Bldg. Tel.: Harbour 7811. Mgr.: W. Dippie.

Toronto Representation

CFCN, Calgary, Alta.
CFRN, Edmonton, Alta.
CKPR, Fort William, Ont.
CFQC, Saskatoon, Sask.
*CHWK, Chilliwack, B. C.
CKCV, Quebec, Que.
CHLN, Three Rivers, Que.
CJGX, Yorkton, Sask.
CKMO, Vancouver, B. C.

Montreal Representation

CFQC, Saskatoon, Sask.
CJGX, Yorkton, Sask.
CKPR, Fort William, Ont.
CFCN, Calgary, Alta.
CFRN, Edmonton, Alta.
CKCL, Toronto, Ont.
CKCH, Hull, Que.
CKMO, Vancouver, B. C.
*CHWK, Chilliwack, B. C.
CKCV, Quebec, Que.
CHLN, Three Rivers, Que.

H. N. STOVIN

Montreal, Que.—Keefer Bldg. Tel.: Plateau 8794. Mgr.: Lovell Mickles.
Winnipeg, Man.—Telephone Bldg. Tel.: 92-191. Mgr.: A. J. Messner.

Represents

CKY, Winnipeg, Man.
CKX, Brandon, Man.
CFAR, Flin Flon, Man.
*CKLW, Windsor, Ont.
CKLN, Nelson, B. C.
CFPR, Prince Rupert, B. C.
CJOR, Vancouver, B. C.
CKCA, Kenora, Ont.
CFOS, Owen Sound, Ont.
CKCR, Kitchener, Ont.
CFPL, London, Ont.
CHPS, Parry Sound, Ont.
CFLC, Brockville, Ont.
CHGB, Ste. Anne de la Pocatiere, Que.
CHSJ, St. John, N. B.
CKCW, Moncton, N. B.
CHOV, Pembroke, Ont.

STOVIN & WRIGHT

Toronto, Ont.—Victory Bldg. Tel.: Adelaide 9184. Mgrs.: H. N. Stovin, C. W. Wright.

Represents

CKY, Winnipeg, Man.
CKX, Brandon, Man.
CFAR, Flin Flon, Man.
CHSJ, St. John, N. B.
CKCW, Moncton, N. B.
CFOS, Owen Sound, Ont.
CFPR, Prince Rupert, B. C.
CJGX, Yorkton, Sask.
CJBR, Rimouski, Que.
CHGB, Ste. Anne de la Pocatiere, Que.
CKCO, Ottawa, Ont.
CFLC, Brockville, Ont.
CKAC, Montreal, Que.
CHPS, Parry Sound, Ont.
CFPR, Prince Rupert, B. C.
CJOR, Vancouver, B. C.
*CKLW, Windsor, Ont.
CFPL, London, Ont.
CKCA, Kenora, Ont.
CKCR, Kitchener, Ont.
CKLN, Nelson, B. C.
CHOV, Pembroke, Ont.
CHML, Hamilton, Ont.

PROTECTING OUR NAME AND GOODWILL FOR 1943
SERVICE
ADVERTISING
ENGINEERING
PRODUCTION
FINANCE
SALES
EXPANSION
RADIO

RADIO is FIRST among advertising media to be considered when you have an institutional or public relations message to deliver.

It is FIRST because people turn gratefully to Radio as an "out" in these frenzied, nerve-tensed days of war . . . turn to it for the entertainment and relaxation that is waiting for them . . . turn to it more and more, as we learn to stay home and conserve tires, gas and expense. You have a name, a product, a goodwill with your public that you want remembered . . . FIRST. And people do remember radio, because it brings them what they want, when they want it. You can hold that goodwill, by radio. And the goodwill you hold in a wartime TODAY is accumulated for a post-war TOMORROW. Fit RADIO into your plans for 1943.

Fit RADIO into your 1943 plans

REPRESENTING:

CJOR
Vancouver
CKLN
Nelson
CFPR
Prince Rupert
CJGX
Yorkton
CFAR
Flin Flon

CKX
Brandon
CKY
Winnipeg
CKLW
Windsor
CFOS
Owen Sound
CFPL
London

CKCR
Kitchener
CHPS
Parry Sound
CHOV
Pembroke
CFLC
Brockville
CKCO
Ottawa

CKAC
Montreal
CJBR
Rimouski
CHGB
Ste. Anne de la Pocatière
CHSJ
St. John
CKCW
Moncton

Stovin & Wright
RADIO STATION REPRESENTATIVES
MONTREAL TORONTO WINNIPEG

President Roosevelt's Executive Order of June 13, 1942 Creating

The Office of War Information

[For Officials and Staff, see page 288]

In recognition of the right of the American people and of all other peoples opposing the Axis aggressors to be truthfully informed about the common war effort, and by virtue of the authority vested in me by the Constitution, by the First War Powers Act. 1941, and as President of the United States and Commander in Chief of the Army and Navy, it is hereby ordered as follows:

Agencies Involved

1. The following agencies, powers, and duties are transferred and consolidated into an Office of War Information which is hereby established within the Office for Emergency Management in the Executive Office of the President:

a. The Office of Facts & Figures and its powers and duties.

b. The Office of Government Reports and its powers and duties.

c. The powers and duties of the Coordinator of Information relating to the gathering of public information and its dissemination abroad, including, but not limited to, all powers and duties now assigned to the foreign information service, outpost, publications, and pictorial branches of the Coordinator of Information.

d. The power and duties of the Division of Information of the Office for Emergency Management relating to the dissemination of general public information on the war effort, except as provided in paragraph 10.

2. At the head of the Office of War Information shall be a Director appointed by the President. The director shall discharge and perform his functions and duties under the direction and supervision of the President. The director may exercise his powers, authorities, and duties through such officials or agencies and in such manner as he may determine.

3. There is established within the Office of War Information a Committee on War Information Policy consisting of the director as chairman, representatives of the Secretary of State, the Secretary of War, the Secretary of the Navy, the Joint Psychological Warfare Committee, and of the Coordinator of Inter-American Affairs, and such other members as the director, with the approval of the President, may determine. The Committee on War Information Policy shall formulate basic policies and plans on war information, and shall advise with respect to the development of coordinated war information programs.

4. Consistent with the war information policies of the President and with the foreign policy of the United States, and after consultation with the Committee on War Information Policy, the director shall perform the following functions and duties:

List of Duties

a. Formulate and carry out, through the use of press, radio, motion picture, and other facilities, information programs designed to facilitate the development of an informed and intelligent understanding, at home and abroad, of the status and progress of the war effort and of the war policies, activities, and aims of the Government.

b. Coordinate the war information activities of all Federal departments and agencies for the purpose of assuring an accurate and consistent flow of war information to the public and the world at large.

c. Obtain, study, and analyze information concerning the war effort and advise the agencies concerned with the dissemination of such information as to the most appropriate and effective means of keeping the public adequately and accurately informed.

d. Review, clear and approve all proposed radio and motion picture programs sponsored by Federal departments and agencies; and serve as the central point of clearance and contact for the radio broadcasting and motion picture industries, respectively, in their relationships with Federal departments and agencies concerning such Government programs.

e. Maintain liaison with the information agencies of the United Nations for the purpose of relating the Government's informational programs and facilities to those of such nations.

f. Perform such other functions and duties relating to war information as the President may from time to time determine.

5. The director is authorized to issue such directives concerning war information as he may deem necessary or appropriate to carry out the purposes of this order, and such directives shall be binding upon the several Federal departments and agencies. He may establish by regulation the types and classes of informational programs and releases which shall require clearance and approval by his office prior to dissemination. The director may require the curtailment or elimination of any Federal information service, program, or release which he deems to be wasteful or not directly related to the prosecution of the war effort.

6. The authority, functions, and duties of the Director shall not extend to the Western Hemisphere exclusive of the United States and Canada.

7. The formulation and carrying out of informational programs relating exclusively to the authorized activities of the several departments and agencies of the Government shall remain with such departments and agencies, but such informational programs shall conform to the policies formulated or approved by the Office of War Information. The several departments and agencies of the Government shall make available to the director, upon his request, such information and data as may be necessary to the performance of his functions and duties.

8. The director of the Office of War Information and the Director of Censorship shall collaborate in the performance of their respective functions for the purpose of facilitating the prompt and full dissemination of all available information which will not give aid to the enemy.

Cooperative Functions

9. The director of the Office of War Information and the Defense Communications Board shall collaborate in the performance of their respective functions for the purpose of facilitating the broadcast of war information to the peoples abroad.

10. The functions of the Division of Information of the Office for Emergency Management with respect to the provision of press and publication services relating to the specific activities of the constituent agencies of the Office for Emergency Management are transferred to those constituent agencies respectively, and the Division of Information is accordingly abolished.

11. Within the limits of such funds as may be made available to the Office of War Information, the Director may employ necessary personnel and make provision for the necessary supplies, facilities and services. He may provide for the internal management and organization of the Office of War Information in such manner as he may determine.

Records Transferred

12. All records, contracts, and property (including office equipment) of the several agencies and all records, contracts, and property used primarily in the administration of any powers and duties transferred or consolidated by this order, and all personnel used in the administration of such agencies, powers, and duties (including officers whose chief duties relate to such administration) are transferred to the Office of War Information, for use in the administration of the agencies, powers, and duties transferred or consolidated by this Order; provided, that any personnel transferred to the Office of War Information by this Order, found by the Director of the Office of War Information to be in excess of the personnel necessary for the administration of the powers and duties transferred to the Office of War Information, shall be retransferred under existing procedure to other positions in the Government service, or separated from the service.

13. So much of the unexpended balances of appropriations, allocations, or other funds available for the use of any agency in the exercise of any power or duty transferred or consolidated by this order or for the use of the head of any agency in the exercise of any power or duty so transferred or consolidated, as the Director of the Bureau of the Budget with the approval of the President shall determine, shall be transferred to the Office of War Information, for use in connection with the exercise of powers or duties so transferred or consolidated. In determining the amount to be transferred, the Director of the Bureau of the Budget may include an amount to provide for the liquidation of obligations incurred against such appropriations, allocations, or other funds prior to the transfer or consolidation.

FULL TEXT of the Military Order accompanying the Executive Order:

By virtue of the authority vested in me as President of the United States and as Commander-in-Chief of the Army and Navy of the United States, it is ordered as follows:

1. The office of Coordinator of Information established by Order of July 11, 1941, exclusive of the foreign information activities transferred to the Office of War Information by Executive Order of June 13, 1942, shall hereafter be known as the Office of Strategic Services, and is hereby transferred to the jurisdiction of the United States Joint Chiefs of Staff.

2. The Office of Strategic Services shall perform the following duties:

a. Collect and analyze such strategic information as may be required by the United States Joint Chiefs of Staff.

b. Plan and operate such special services as may be directed by the United States Joint Chiefs of Staff.

3. At the head of the Office of Strategic Services shall be a Director of Strategic Services who shall be appointed by the President and who shall perform his duties under the direction and supervision of the United States Joint Chiefs of Staff.

4. William J. Donovan is hereby appointed as Director of Strategic Services.

5. The Order of July 11, 1941 is hereby revoked.

OWI Regulations No. 1 and 2 Covering Policy and Time Clearance

OWI Regulation No. 1

Effective July 13, 1942

To the Heads of all Executive Departments and Agencies:

Pursuant to Executive Order No. 9182, issued June 13, 1942, authorizing the Director of War Information

(a) to formulate and carry out information programs designed to facilitate the development of an informed and intelligent understanding, at home and abroad, of the status and progress of the war effort and of the war policies, activities, and aims of the government

(b) to coordinate the war informational activities of all Federal departments and agencies

(c) to issue directives concerning war information which shall be binding upon the several Federal departments and agencies, and

(d) to establish by regulation the types and classes of informational programs and releases which shall require clearance and approval by the Office of War Information prior to dissemination

this regulation is issued, effective Monday, July 13, 1942.

1. Information Policy

The Federal Government will issue as promptly as possible all news and background information essential to a clear understanding of this Nation's war effort. The what, why, when, and how will be told. The impact of the war on all phases of American life will be reported. So will the cooperative efforts of the United Nations. Only information which would give aid and comfort to the enemy will be withheld.

(a) With the aid of the Committee on War Information Policy and of the policy staff of the Office of War Information, the Director of War Information will establish, and keep current, policies governing the war information activities of all Federal agencies.

(b) Within the general policies so established and in harmony with the clearance procedures hereinafter set forth, officers of Federal Departments and agencies are directed to maintain an open-door policy in their relations with representatives of the press, radio, and other media.

(c) War information problems requiring policy decision shall be brought promptly to the attention of the Director of War Information through his liaison representatives, in order that policies may be determined and the information issued without delay.

2. Information Activities of Federal Departments and Agencies

Within the framework of policies established by the Director of War Information, all Departments and agencies of the Government will continue to be responsible for and will release direct to the public information which relates exclusively to their authorized activities and which does not bear significantly upon the war information program and policies of the Government.

(a) After consultation between representatives of the Office of War Information and of each Federal Department or agency, this general regulation will be developed in greater detail to meet the specific problems that may arise in each such Department or agency.

(b) Each Department and agency shall immediately review its information program and, in the interest of economy and effective war work, discontinue all non-essential phases thereof. An enumeration of the classes and types of information thus discontinued shall be reported by each Department and agency to the Director of War Information not later than August 15, 1942.

(c) Each Department and agency shall designate a representative with authority to cooperate with the Office of War Information in expediting the handling of those classes of war information requiring central clearance, as enumerated in succeeding sections of this regulation.

3. News

(a) *General.* News releases relating significantly to the war effort or dealing with activities broader than the authorized work of the initiating agency shall, where possible, be prepared by the appropriate Federal Department or agency for clearance and issuance by the News Bureau of the Office of War Information. The Chief of the News Bureau will be responsible for clearing such releases with the appropriate policy officers of OWI and with the Departments and agencies concerned. Announcements, statements, material for radio news and newsreels,

(*Continued on page 68*)

(*Continued from page 67*)

news pictures, and other material which have the same purpose as a news release shall be handled in the same manner as news releases.

(b) *Information Involving the Armed Services.* The Office of War Information will cooperate with the War and Navy Departments in facilitating the fullest possible dissemination of information involving military and naval actions. Whether specific military information would be of aid to the enemy will be determined by the War or Navy Department after consultation with the Director of War Information.

4. Addresses

In accordance with directives heretofore issued by the President, all addresses by the heads of Federal Departments and agencies and by other policy-forming officials will be cleared by the originating agency with the Chief of the Bureau of Publications and Graphics of the Office of War Information. The Chief of the Bureau will consult with the appropriate policy officers of OWI and with other governmental agencies in handling such clearance.

5. Publications

Most bulletins relate exclusively to the work of a single agency and do not involve war information policy; they will therefore continue to be prepared and published by the initiating Department or agency, without clearance. Publications relating significantly to the war effort, or dealing with activities broader than the authorized work of the initiating agency shall be cleared with the Chief of the Bureau of Publications and Graphics, who will be responsible for consulting appropriate Federal officials in reaching decisions.

6. Radio

Because radio time is limited, the Office of War Information will review and clear all proposed radio programs sponsored by Federal Departments and agencies (whether they directly bear upon war information or not), will allocate available time for such programs, and will serve as the central point of clearance and contact for the broadcasting industry in its relationships with Federal Departments and agencies concerning such government programs. Federal Departments and agencies desiring to disseminate information by radio, will make necessary arrangements through the Chief of the Radio Bureau, Office of War Information; the Chief of Bureau will be responsible for consulting the appropriate policy officers and subject-matter authorities in arranging final clearance of such programs.

7. Motion Pictures

The Chief of the Bureau of Motion Pictures, Office of War Information, will serve as the central point of contact between the motion picture industry and Federal officials to the end that the motion picture industry, both theatrical and non-theatrical, may make the maximum contribution to keeping the American public fully informed on vital aspects of the war. Official motion pictures of the Federal Government as a rule will be produced under the direction of the Chief of the Bureau of Motion Pictures; they may be produced by individual Departments and agencies after review, clearance, and approval of the Chief of Bureau.

8. Posters and Other Graphics

To reduce costs, the Office of War Information will maintain a central graphics service; proposed posters and related graphic material relating to the war effort shall be cleared with the Chief of the Bureau of Publications and Graphics who, after clearance of the initial plans, will make the services of the central staff available for production of such graphics.

9. Advertising

To avoid conflict and confusion, the Advertising Division of the Bureau of Special Operations, OWI, will, whenever war information is involved, serve as a central point of contact and clearance between government Departments and agencies and all branches of the advertising industry.

10. Foreign Language Services

To reduce the cost involved when several Departments and agencies arrange for the translation of news, features, and other material for the use of foreign language publications and radio stations in this country and provide special services to such media, all war information proposed for dissemination to such media shall be handled through the Foreign Language Division, Bureau of Special Operations, Office of War Information.

11. Comprehensive War Information

As contrasted to the specialized releases and information programs of the several Departments and agencies, the Office of War Information will prepare and publish comprehensive war information.

(a) The office will prepare and issue press releases, radio programs, publications, posters, motion pictures, and related materials which deal with subjects broader than the activities of a single agency, and shall have access to such information as may be necessary to carry out this task.

(b) The office will manage coordinated information programs involving the assistance of many Departments and agencies and the use of many media.

(c) The office will assign to specific Departments and agencies the responsibility for preparing for OWI materials needed in comprehensive information programs.

12. Information in the Field

The News Bureau of the Office of War Information will maintain a restricted number of field offices, located at centers of greatest war activity and of concentrated news-dissemination facilities.

(a) The field services of each Federal Department or agency will be responsible for preparing and disseminating information not related significantly to the war effort. The head of each Federal Department or agency shall instruct his field employees to release in the field only such information as is within clearly defined policy and exclusively within the authorized activities of his agency.

(b) Release which bear definitely upon war activities or policy or which include material broader than the authorized activities of the preparing agency shall be cleared with and issued by the nearest OWI field office.

(c) Radio programs relating to the war effort prepared by Federal agencies in the field for individual stations or regional or national networks shall be reviewed and cleared by the most convenient OWI field information office.

(c) Publications and graphics prepared and issued in the field and relating significantly to the war effort, or dealing with activities broader than the authorized work of the initiating agency shall be cleared with the nearest OWI field office.

13. Overseas Information

All information for official dissemination outside the continental limits of the United States (except to Central and South America) shall be handled exclusively by the Overseas Branch of the Office of War Information, whether such dissemination involves news releases, radio, short-wave radio, publications, graphics, motion pictures, or other media.

(a) To avoid duplication the News Bureau of the Office of War Information will gather news for the Overseas Branch as well as for the Domestic Branch of the Office, but dissemination abroad will be the responsibility of the Overseas Branch.

(b) All Departments and agencies shall provide the Overseas Branch with materials they believe useful for overseas use, and shall prepare material at the request of OWI.

14. Personnel

In view of the importance of providing all the people with information so presented that they shall be "truthfully informed about the common war effort," the Office of War Information and the Departments and agencies shall cooperate in insuring that informational work is in competent, experienced hands. As required by Executive Order 9182, the Director of War Information, after consultation with the appropriate Departments or agencies, will direct the discontinuance of the activities of persons performing unnecessary information work.

15. OWI-OCD Cooperation

To meet the requests of discussion groups throughout the United States for facts on all phases of the war effort, the Office of War Information will cooperate with the Office of Civilian Defense in aiding such local discussion groups obtain special pamphlets and related materials on the war effort.

Despite the distinctions made in this regulation between information issued direct by the several Departments and agencies and that issued by the Office of War Information, the appropriate media bureaus of OWI will, at the request of Departments or agencies which lack their own facilities, prepare and issue information materials for such Departments or agencies.

OWI Regulation No. 2

Effective Oct. 1, 1942

To the Heads of all Departments and Agencies:

On July 10, the Office of War Information issued Regulation Number One stating *generally* the operating functions of all departments and agencies, including this office, in the handling of government information related to the war.

Today I am issuing Regulation Number Two amplifying Section 6 of Regulation Number One relating to review and clearance of all proposed radio programs.

These procedures are established (1) because radio time is limited; and (2) to insure uniformity of government war policy to the end that the public is not confused by overlapping and conflicting statements issued from several sources.

ELMER DAVIS, *Director*.

In accordance with OWI General Order No. 1, Section 6, issued July 10, 1942, all plans or proposals for new or continuing series or for individual radio programs developed by or for the national headquarters of the several Government Agencies for local stations or networks will be submitted to the Chief of the Radio Bureau, OWI, for clearance.

A. New Radio Programs Proposed by Headquarters of Government Agencies

1. Plans for new radio programs will be submitted in writing to the Chief of the Radio Bureau with a complete statement, including

(a) The purpose of the program or series;

(b) The proposed method of presenting the program, whether over a network, through local stations, live or by transcription;

(c) The cost of the program and by whom such costs are to be paid;

(d) The date proposed for release
of the individual program tog
with a copy of the script;
(e) The date proposed for the i
ation of a series, the proposed le
of the series, and a sample script
gether with the name of the writer.
2. Programs approved for netw
use will be submitted by the Offic
War Information to the networks
consideration. OWI will promptly
form the sponsoring Govern
Agency of the disposition made of
proposal.
3. Programs approved for trans
tions will be given a war info
tion priority rating and the us
such programs will be scheduled in
cordance with such ratings.
4. After approval of the basic pl
each script in the series, whether l
or transcribed shows, will be sub
ted to the Radio Bureau, OWI,
clearance.
5. Requests for time for a si
broadcast by a speaker may be h
dled directly by the several Agen
with the networks or stations. In
cordance with OWI Regulations No
such speeches will continue to
cleared by the Chief of the Burea
Publications and Graphics of the O
6. The distribution of all r
scripts and transcriptions will be h
dled by the Radio Bureau of the O
unless otherwise approved by
Chief of the Radio Bureau of OWI.

B. Government Material Supp by National Headquarters to Established Radio Program

1. Proposals by Government ag
cies for the inclusion of official m
terial in established programs, c
mercial or sustaining, will be sub
ted to the Radio Bureau, OWI.
the discretion of the Radio Bur
this material will be channelled to
proper outlets. Producers of radio p
grams seeking specific information
assistance from a Federal Age
will be referred directly to the in
mation division of the proper agen
OWI shall be informed of the as
ance or information supplied.
2. Proposals by private organ
tions, networks, or sponsors for F
eral agency collaboration in devel
ing single programs or series of p
grams will be cleared with the Ra
Bureau, OWI, by the agency c
cerned.
3. Allocation Plans (for plac
Government messages on commer
and sustaining programs) will
continued by the Radio Bureau
OWI.

C. Government Radio Progr Now on the Air, Produced by or for National Headquarters

1. All Federal Departments
agencies will submit scripts of
broadcasts to the Radio Bureau, O
for clearance.
2. Beginning October 1, the Chie
the Radio Bureau, OWI, will
conferences with representatives
Federal Departments and agen
now broadcasting programs to re
the importance of such programs
the war effort.

D. Radio Activities of Governm Field Offices

1. Government radio material pl
on local stations by or for the
offices, of the several agencies wi
cleared through the field offices
OWI. *However,* all instructions
by the national headquarters of
Government agencies to field o
regarding the use of radio will be
mitted for clearance to the Radio
reau, OWI.
2. Proposals originating with
offices for new regional or nati
network programs or proposals
the inclusion of official material in
tablished regional or national netw
programs, commercial or sustain
will be submitted to the inform
headquarters of the agency conce
for clearance with the Radio Bu
OWI.

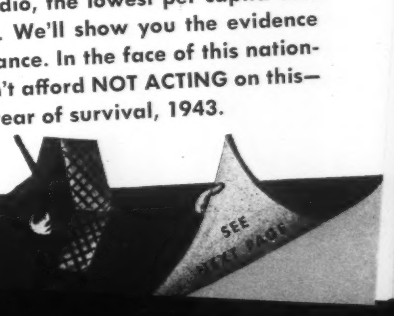
YOUR 1943 SECOND FRONT

KBS
KBS
KBS
KBS

KEYSTONE

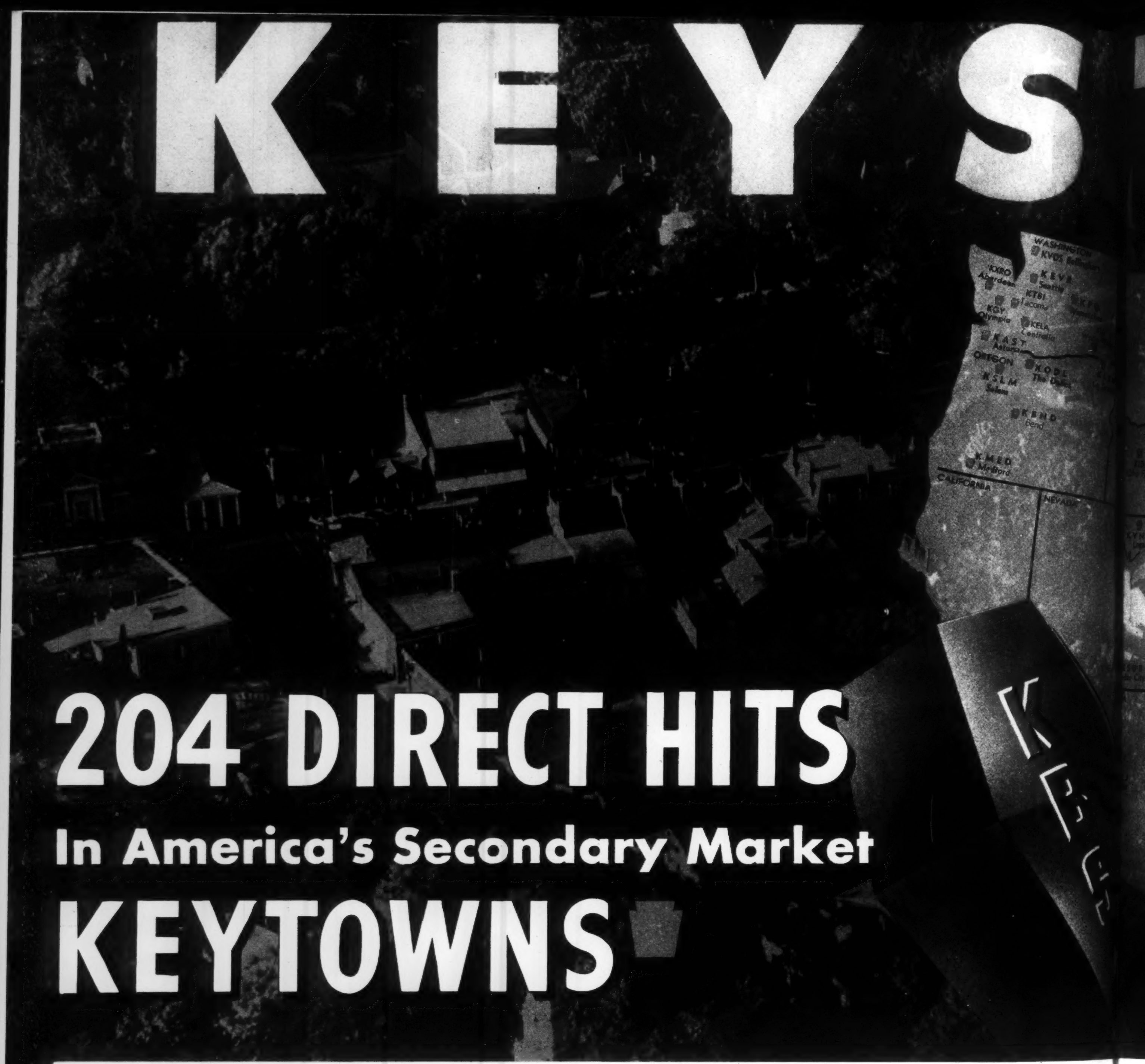
CAPTURE OF KBS SMALL-TOWN MARKETS NOW A MUST!

Here's news on the home front—as staggering as the news of the North African invasion: There's been a dynamic upheaval in American business—an entirely new sales picture. It sweepingly reverses the old one. Today the sales increase in small stores in small towns is as much as *four times greater* than the increase in the big, metropolitan cities. (Latest '42-'43 surveys prove this. They will be submitted on request.) The all-time high of farmers' spendable income—5 billion dollars net—is one of the main reasons. *Rationing* and *buying at home* are other vital ones. ★ Up to now, *YOU*, the network advertiser, have been satisfied with the "laissez faire" attitude—"use the major networks and cover *all*." *Now*, that will no longer do. First, because you don't cover *all*. (Latest FCC surveys put ⅓ of the nation beyond dependable major wired network coverage.) Second, because the small towns now are more active and more important than ever before. No longer can you be off-hand about small towns. Today you must take a strong, vigorous OFFENSIVE on that vital second front. You must cultivate the small town and small store markets—keep abreast of brand developments there—guard your consumer franchise there. Your salesmen and wholesalers can't go there personally as they could heretofore. So you've got to go there yourself, via Radio—yes, via KEYSTONE radio, the lowest per capita cost in broadcasting history. We'll show you the evidence—the record of performance. In the face of this nationwide sales shift you can't afford NOT ACTING on this—in this crucial fighting year of survival, 1943.



SEE NEXT PAGE

KEYS


WASHINGTON
KVOS Bellingham
KXRO Aberdeen
KEVR Seattle
KTBI Tacoma
KGY Olympia
KELA Centralia
KAST Astoria
OREGON
KODL The Dalles
KSLM Salem
KBND Bend
KMED Medford
CALIFORNIA
NEVADA

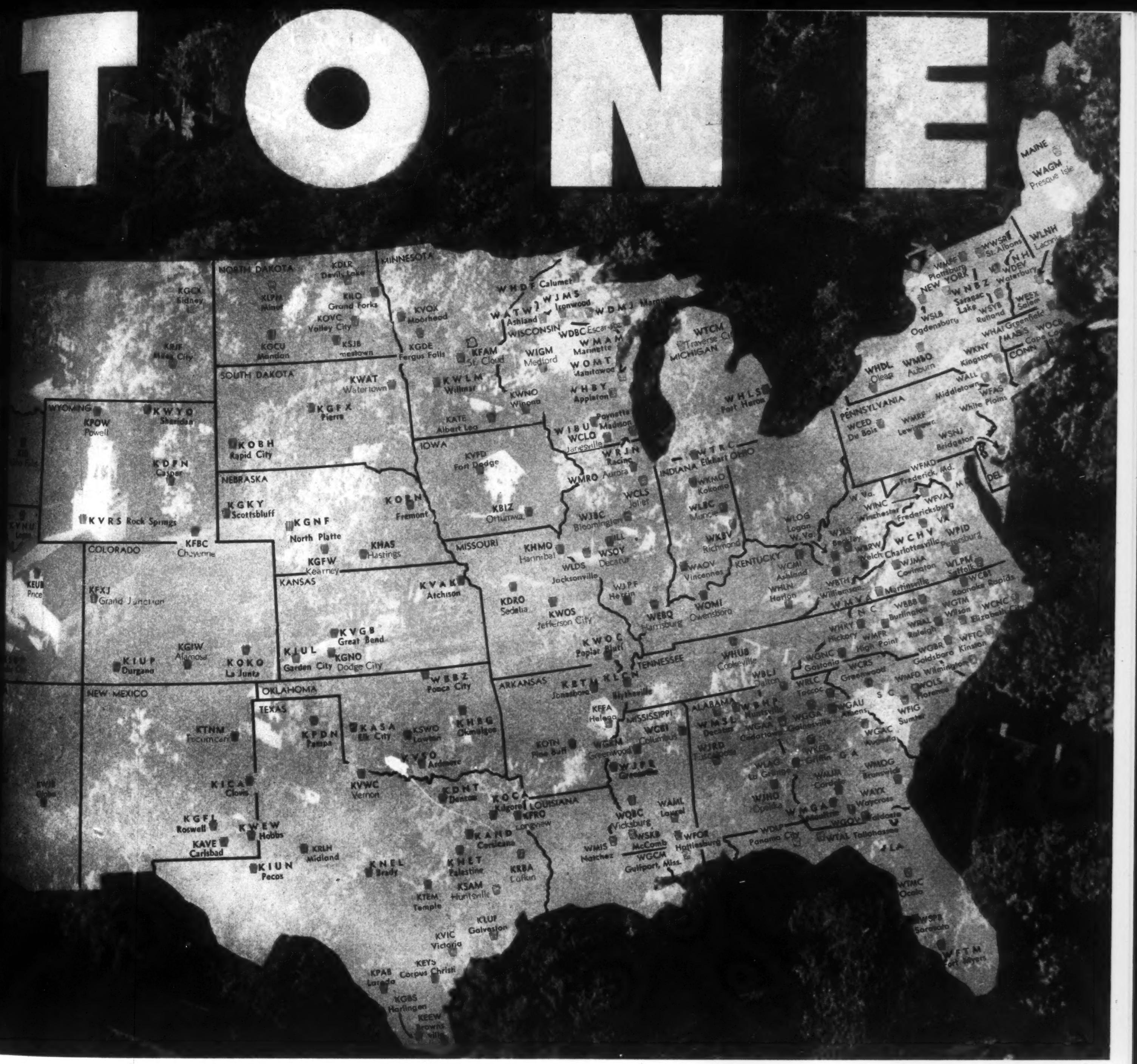
204 DIRECT HITS

In America's Secondary Market

KEYTOWNS

As 1943 bows in, events have opened up a second front of broadcasting activity for America's national advertisers. This vital secondary radio market of small communities and rural trading areas is dominated by the affiliated stations of the Keystone transcription network. 204 in number, from coast-to-coast, they represent *204 direct hits* in America's secondary market *KEYTOWNS*. They top the list of areas for increased spending in the general business shift of 1943. There is not a near-miss in the Keystone "air-force". They are, in practically every case, your first and only approach to these secondary market areas. ☆ For Keystone delivers radio service to the "uncovered one-third" of America—those areas shown in latest F.C.C. surveys and reports to be outside of dependable network coverage. KBS fills in the gaps in this nation-wide network coverage, helping to remove the blind spots which caused government authorities to deplore the heretofore conclusive fact that "millions of persons receive no adequate network service under existing conditions." Now Keystone has plugged these gaps in country-wide broadcasting service by its specialized coverage into secondary market

**area
jace
agri
tory
tran
over
sion
costs
a st
minu
prin
enab**


TONE
NORTH DAKOTA
KDLR Devils Lake
KLPM Minot
KILO Grand Forks
KOVC Valley City
KGCU Mandan
KSJB Jamestown
KGCX Sidney
KRJF Miles City
MINNESOTA
KVOX Moorhead
KGDE Fergus Falls
KFAM St. Cloud
KWLM Willmar
KATE Albert Lea
KWNO Winona
SOUTH DAKOTA
KWAT Watertown
KGFX Pierre
KOBH Rapid City
WYOMING
KPOW Powell
KWYO Sheridan
KDFN Casper
KVRS Rock Springs
KFBC Cheyenne
KEUB Price
NEBRASKA
KGKY Scottsbluff
KGNF North Platte
KGFW Kearney
KHAS Hastings
KORN Fremont
COLORADO
KFXJ Grand Junction
KIUP Durgano
KGIW Alamosa
KOKO La Junta
KANSAS
KVAK Atchison
KVGB Great Bend
KIUL Garden City
KGNO Dodge City
NEW MEXICO
KTNM Tucumcari
KICA Clovis
KGFL Roswell
KAVE Carlsbad
KWEW Hobbs
OKLAHOMA
WBBZ Ponca City
KASA Elk City
KSWO Lawton
KHBG Okmulgee
KVSO Ardmore
TEXAS
KPDN Pampa
KVWC Vernon
KDNT Denton
KOCA Kilgore
KFRO Longview
KAND Corsicana
KRLH Midland
KIUN Pecos
KNEL Brady
KNET Palestine
KRBA Lufkin
KSAM Huntsville
KTEM Temple
KLUF Galveston
KVIC Victoria
KEYS Corpus Christi
KPAB Laredo
KGBS Harlingen
KEEW Brownsville
WISCONSIN
WHDF Calumet
WJMS Ironwood
WATW Ashland
WDMJ Marquette
WDBC Escanaba
WMAM Marinette
WIGM Medford
WOMT Manitowoc
WHBY Appleton
WIBU Poynette
WCLO Janesville
WRJN Racine
IOWA
KVFD Fort Dodge
KBIZ Ottumwa
WMRO Aurora
WCLS Joliet
WJBC Bloomington
WILL
WSOY Decatur
WLDS Jacksonville
WJPF Herrin
WEBQ Harrisburg
MISSOURI
KHMO Hannibal
KDRO Sedalia
KWOS Jefferson City
KWOC Poplar Bluff
ARKANSAS
KBTM Jonesboro
KLCN Blytheville
KFFA Helena
KOTN Pine Bluff
LOUISIANA
MICHIGAN
WTCM Traverse City
WHLS Port Huron
INDIANA
WTRC Elkhart
OHIO
WKMO Kokomo
WLBC Muncie
WKBV Richmond
WAOV Vincennes
KENTUCKY
WOMI Owensboro
WCMI Ashland
WHLN Harlan
WLOG Logan W. Va.
W. Va.
WJLS Beckley
WBRW Welch
WBTH Williamson
TENNESSEE
WHUB Cookeville
MISSISSIPPI
WGCM Gulfport, Miss.
WGRM Greenwood
WCBI Columbus
WJPR Greenville
WQBC Vicksburg
WAML Laurel
WMIS Natchez
WSKB McComb
WFOR Hattiesburg
ALABAMA
WBHP Huntsville
WMSL Decatur
WJRD Tuscaloosa
WBLJ Dalton
WGAA Cedartown
WGGA Gainesville
WRLC Toccoa
WGAU Athens
WKEU Griffin
G A
WLAG La Grange
WJNO Opelika
WMJM Cordele
WMGA Moultrie
WMOG Brunswick
WAYX Waycross
WGOV Valdosta
WGAC Augusta
WDLP Panama City
WTAL Tallahassee
FLA
WTMC Ocala
WSPB Sarasota
WFTM Fort Myers
MAINE
WAGM Presque Isle
WLNH Laconia
WWSR St. Albans
N H
WDEV Waterbury
WMFF Plattsburg
NEW YORK
WNBZ Saranac Lake
WSYB Rutland
WSLB Ogdensburg
WESX Salem
WHAI Greenfield
MASS
WOCB Cape Cod
CONN
WKNY Kingston
WHDL Olean
WMBO Auburn
WALL Middletown
WFAS White Plains
PENNSYLVANIA
WCED De Bois
WMRF Lewistown
WSNJ Bridgeton
WFMD Frederick, Md.
DEL
WINC Winchester
WFVA Fredericksburg
VA
WCHV Charlottesville
WPID Petersburg
WJMA Covington
WLPM Suffolk
WMVA Martinsville
WCBT Roanoke Rapids
N C
WBBB Burlington
WGTM Wilson
WCNC Elizabeth City
WHKY Hickory
WMFR High Point
WRAL Raleigh
WFTC Kinston
WGBR Goldsboro
WGNC Gastonia
WCRS Greenwood
WMFD Wilmington
WOLS Florence
S C
WFIG Sumter

areas, serving small urban communities, their adjacent trading areas as well as their rich rural, and agricultural environs. ★ Check the Keystone Victory Package to capture these Keytowns. One transaction—instead of 204 separate deals—one over-all group price to carry your successful invasion into the secondary markets at *mass coverage* costs. Yes, by means of a grouping of facilities into a streamlined cross-country transcription system, minus the costs of telephone lines, a new economic principle has been established in broadcasting. It enables you to cover the small towns and sparsely populated areas at no more (and in many cases less) than the per capita cost of covering the country's metropolitan and densely populated areas in the major markets. ★ *Investigate the Keystone "Related Coverage Analysis" for a customized plan of supplementing your current station list without duplication into the virtually promotion-neglected secondary markets. Also, send for the KBS coverage map, based on an independent survey, rate card and station list. Use coupon below.*

Please send the following KBS material:

1. **Related Coverage Analysis**
2. **Coverage Map**
3. **Rate Card**
4. **Station List**

Name____

Address______________________________________

City_____________________________**State**__________

By____

KEYSTONE TRANSCRIPTION NETWORK

SERVING 69,000,732 POPULATION or 52.4% of the United States through 204 local Affiliated Stations — Coast-to-Coast

	TOTAL AREA	PRIMARY AREA	INTENSE AREA
Population	69,000,732	31,673,145	19,073,072
Radio Homes	14,248,835	6,475,986	3,732,412
Total Retail Stores	777,200	411,900	247,130
Annual Retail Sales	$15,329,324,000	$ 8,173,758,000	$5,023,782,000
Total Food Stores	219,183	126,306	72,277
Annual Food Sales	$ 3,778,070,100	$ 2,153,500,000	$1,227,453,000
Total General Stores	36,288	23,332	7,770
Annual General Store Sales	$ 855,093,700	$ 547,800,000	$ 180,786,000
Total General Mdse. Stores	27,600	12,430	7,458
Annual General Mdse. Sales	$ 1,997,111,100	$ 898,700,000	$ 539,278,000
Total Eating & Drinking Places	122,441	70,650	40,698
Annual Eating & Drinking Sales	$ 1,108,027,500	$ 631,575,400	$ 359,998,000
Total Drug Stores	26,967	14,631	7,627
Annual Drug Sales	$ 658,400,000	$ 355,577,000	$ 184,900,000
Annual Wages Earned	$ 8,618,581,000	$ 4,276,414,000	$2,565,848,400
Farmers	16,140,913	10,660,644	6,396,386
Total Farms	5,247,300	2,361,300	1,428,879
Value of Farms*	$28,090,410,200	$12,740,684,600	$7,664,410,800

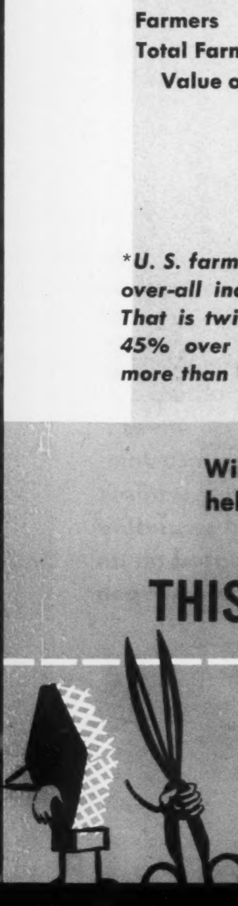
Based on Walter P. Burn & Associates Survey

Sources: (a) Consumer Market Data Handbook (1940)
(b) United States Census (1940)
(c) Census of Business, 1941

U. S. farmers are more prosperous than ever before. Their over-all income for 1942 amounted to 18 billion dollars. That is twice the agricultural receipts of two years ago—45% over 1941—double the 1935-39 average—a billion more than World War I—36% more than the all time farm peak of 1910-14. After paying all expenses, taxes, interest, etc., the farmer will have at least 5 billion dollars—free and clear—to spend in 1943. This record-breaking farm cash income is now focused upon America's Keytowns, dominated by the KBS affiliated stations.

Wire, write or phone for a representative to call and explain the Keystone Plan in detail. Let us help you launch your 1943 second front and capture the vital secondary markets with Keystone.

THIS IS THE KEYSTONE BROADCASTING SYSTEM



Clip this coupon, place in envelope and mail to KBS headquarters addressed to: 580 Fifth Avenue, New York City.

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State 4590

NEW YORK
580 Fifth Avenue
Phone—Lo. 3-2221

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6331 Hollywood Blvd.
Hempstead 0380

Directory of
BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.*
LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
(Data corrected to January 1, 1943)
INS—International News Service. PA—Press Assn. Inc. *Subsidiary of Associated Press* **TP—Transradio Press. UP—United Press.**

ALABAMA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
ANNISTON..........	WHMA	1450	250	Harry M. Ayers 14th & Noble St. 2380	Blue	Harry M. Ayers J. W. Buttram J. W. Buttram	Hugh Webb Malcolm Street James Hudson	.... UP
BESSEMER..........	WJLD	1400	250	J. Leslie Doss Hotel Gary 2300	....	J. Leslie Doss J. Ed Reynolds J. Ed Reynolds	Leland Childs Leland Childs Einer Larsen	.... World PA
BIRMINGHAM......	WAPI	1170 CP-1070	5,000-LS 1,000-N SA-5,000-U CP-5,000-U	Voice of Alabama Inc. Protective Life Bldg. 3-8116	CBS	Ed Norton Thad Holt Thad Holt Thad Holt	Lionel Baxter .... Norman S. Hurley	Radio Sales UP
	WBRC	960	5,000	Birmingham Bcstg. Co. Inc. 2nd Ave. & 18th St. N. 4-7741	NBC	K. G. Marshall J. C. Bell J. C. Bell	Herbert C. Grieb .... J. C. Bell	Raymer Standard INS
	WSGN	610	5,000-LS 1,000-N	Birmingham News Co. Dixie Carlton Hotel 4-3434	Blue MBS	V. H. Hanson Henry P. Johnston Henry P. Johnston	Bill Terry Bob Venn Paul B. Cram	Headley-Reed Biddick Thesaurus PA
DECATUR..........	WMSL	1400	250	Tennessee Valley Bcstg. Co. Inc. Box 411 802	MBS	Lt. M. K. Vickrey, USN	....	.... UP
DOTHAN...........	WAGF	1400	250-D	Dothan Broadcasting Co. 204½ E. Main St. 1430	....	Partnership Julian C. Smith Fred C. Moseley	Carl E. Snellgrove .... John T. Hubbard	.... Standard PA
GADSDEN..........	WJBY	1240	250	Gadsden Broadcasting Co. 108 Broad St. 88	MBS	B. H. Hopson B. T. Benton Sam Benton	B. T. Benton .... Lawrence Brunes	Sears & Ayer
HUNTSVILLE.......	WBHP	1230	250	Wilton Harvey Pollard 318 W. Clinton St. 313	MBS	W. H. Pollard W. H. Pollard R. H. Albright	John Garrison .... John Garrison	.... UP
MOBILE............	WALA	1410	5,000	Pape Broadcasting Co. 106 St. Joseph St. 3-3787	NBC	W. O. Pape H. K. Martin H. K. Martin	Charles Saunders	Headley-Reed Standard PA
	WMOB	1230	250	S. B. Quigley 600 St. Louis St. 2-4566	MBS Blue	S. B. Quigley S. B. Quigley F. E. Busby	Wallace Dunlap .... T. L. Greenwood	Sears & Ayer World UP
MONTGOMERY.....	WCOV	1240	250	Capital Broadcasting Co. Inc. 2 Montgomery St. 5781	CBS	G. W. Covington Jr. G. W. Covington Jr. John C. Hughes	Joe Byars John C. Hughes W. D. Weatherly	Wilson INS
	WSFA	1440	1,000-LS 500-N	Montgomery Broadcasting Co. Inc. Jefferson Davis Hotel 8361	NBC	Howard E. Pill Howard E. Pill John B. DeMotte	Caldwell Stewart John B. DeMotte C. I. Shelkofsky	Headley-Reed Thesaurus PA, UP
MUSCLE SHOALS...	WLAY	1450	250	Muscle Shoals Broadcasting Corp. Box 688, Sheffield Sheffield 1450	MBS	J. Carl Russell James E. Connolly E. J. Sperry	Ganus Scarbrough .... Myron F. Gray	Sears & Ayer UP
OPELIKA...........	WJHO	1400	250-LS 100-N	Opelika-Auburn Bcstg. Co. 1400 Auburn Rd. 750	MBS	Partnership F. Marion Hyatt James T. Ownby	.... James T. Ownby F. Marion Hyatt	.... UP
SELMA.............	WHBB	1490	100	Selma Broadcasting Co. Inc. 209 Washington St. 1233	MBS	B. H. Hopson Julien Smith Jr. Julien Smith Jr.	Marshall Parsons Jr. Erin Reynolds William Kilgore	Sears & Ayer
TUSCALOOSA.......	WJRD	1230	250	James R. Doss Jr. First National Bank Bldg. 4464	....	James R. Doss Jr. J. Ed Reynolds J. Ed Reynolds	Wilhelmina Quarles Alfred Owen Fred L. James	.... World INS

ARIZONA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
GLOBE.............	KWJB	1240	250	Sims Broadcasting Co. Box 591 41	ABC	Bartley T. Sims	....	.... UP
JEROME............	KCRJ	1340	250	Central Arizona Bcstg. Co. 711 Hampshire Blvd. 88	ABC	Mrs. Della Tovrea Stuart Howard Kuhn	....	....
LOWELL............	KSUN	1230	250	Copper Electric Co. Inc. Drawer C Bisbee 9	Arizona	Carleton W. Morris Carleton W. Morris Gerald C. O'Brien	Marion C. McKinney Gerald C. O'Brien J. Earl Hickman	.... TP, PA
PHOENIX...........	KOY	550	1,000	Salt River Valley Broadcasting Co. 836 N. Central Ave. 4-4144	CBS Arizona	Burridge D. Butler Harold A. Safford John L. Hogg	John R. Williams Frances C. Myers Robert B. Thompson	Blair World PA, TP
	KPHO	1230	250	M. C. Reese First National Bank Bldg. 3-3197	....	M. C. Reese	....	.... Associated INS
	KTAR	620	5,000	KTAR Broadcasting Co. Heard Bldg. 4-4161	NBC ABC	Arizona Republic Dick Lewis J. R. Heath	J. Howard Pyle T. M. Pennington Harold Haughawout	Raymer Thesaurus Standard UP

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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(Data corrected to January 1, 1943)

ARIZONA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
PRESCOTT	KYCA	1490	250	Southwest Broadcasting Co. E. Gurley St. 244	ABC	Richard O. Lewis Harold Ritter Harold Ritter	Roberta Pfister .... Frederick Blackburn	.... Thesaurus
SAFFORD	KGLU	1450	250	Gila Broadcasting Co. Sixth Ave. & Relation St. 15	NBC ABC	Louis F. Long Paul Merrill Paul Merrill	Willard Shoecraft Willard Shoecraft Herbert Hartman	.... Standard UP
TUCSON	KTUC	1400	250	Tucson Broadcasting Co. Box 390 5800	CBS Arizona	Ralph Bilby Lee Little	Wayne Sanders .... Cliff Livingston	.... World PA
	KVOA	1290	1,000	Arizona Broadcasting Co. Inc. 48 E. Broadway 3703	NBC ABC	R. B. Williams R. B. Williams	Andrew White .... Ray Holsclaw	Raymer Thesaurus UP
YUMA	KYUM	1240	250	Yuma Broadcasting Co. First St. & 19th Ave. 88	NBC ABC	R. N. Campbell Harper M. Phillips Harper M. Phillips	.... Leavenworth Wheeler	.... Thesaurus

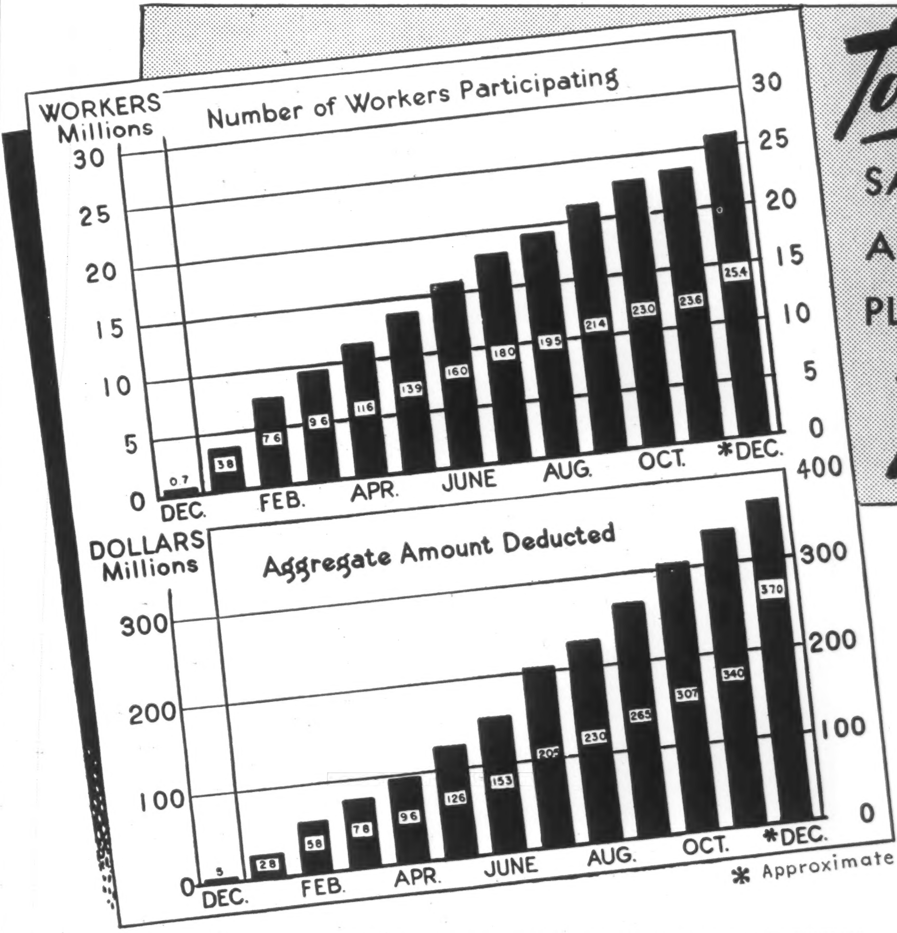
ARKANSAS

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
BLYTHEVILLE	KLCN	900	1,000–D	Fred O. Grimwood Blytheville 2093	....	Fred O. Grimwood Harold Sudbury Harold Sudbury	J. T. Sudbury J. T. Sudbury Robert Conner	Foreman UP
EL DORADO	KELD	1400	250	Radio Enterprises Inc. Country Club Colony 1313	Blue Arkansas	{T. H. Barton {R. E. Meinert Ewing Canaday L. B. Russel	Mary Gideon H. T. MacDonough Ewing Canaday	.... Standard INS
FORT SMITH	KFPW	1400	250	Southwestern Hotel Co. Inc. 1215 Garrison Ave. 4106	Arkansas	John A. England J. E. Garner Bill Slates	Dorothy Gibson Bill Slates John M. Van Horn	.... Thesaurus World UP
HELENA	KFFA	1490	250	Helena Broadcasting Co. 215 York St. Main 59	....	Sam W. Anderson Sam W. Anderson Sam W. Anderson	Rosalind Mundt J. Q. Floyd J. C. Warren	Cox & Tanz Thesaurus UP
HOT SPRINGS	†KTHS	1090 ST-KRLD	10,000–LS 5,000–N SA-10,000–LS 1,000–N	Radio Broadcasting Inc. 135 Benton St. 1160	Blue Arkansas	John C. McCormack K. K. Kellam K. K. Kellam	Eva Lee Davis .... Cecil L. Suitt	Branham Standard UP
	KWFC	1340	250	Hot Springs Broadcasting Co. Hot Springs	MBS	{Clyde E. Wilson {Howard A. Shuman	....	....
JONESBORO	KBTM	1230	250	Regional Broadcasting Co. KBTM Bldg. 597	MBS Arkansas	Jay P. Beard Jay P. Beard Everidge Smith	Beauton Wood Veda Beard Earl Hodges	....
LITTLE ROCK	KARK	920	5,000	Arkansas Radio & Equipment Co. 112 E. Capitol Ave. LD-224	NBC Arkansas So. Central	T. H. Barton G. E. Zimmerman C. K. Beaver	Paul O. Godt Julian F. Haas Dan L. Winn	Petry Standard INS
	KGHI	1230	250	Arkansas Broadcasting Co. Gazette Bldg. 9166	Blue MBS	A. L. Chilton S. C. Vinsonhaler R. E. Rives	Anne Mehaffy P. E. Denton K. F. Tracy	.... Standard
	KLRA	1420 CP-1010 SA-1010	5,000 CP-10,000–LS 5,000–N SA-10,000–LS 5,000–N	Arkansas Broadcasting Co. Gazette Bldg. 5427	CBS	A. L. Chilton S. C. Vinsonhaler S. C. Vinsonhaler	M. N. Bostick P. E. Denton K. F. Tracy	Katz Thesaurus UP
PINE BLUFF	KOTN	1490	250	Universal Broadcasting Corp. 505½ Main St. 721	MBS Arkansas	B. J. Parrish B. J. Parrish B. J. Parrish	Ayleene Somervell R. W. Etter B. J. Parrish	.... UP
SILOAM SPRINGS	KUOA	1290	5,000–D	KUOA Inc. Siloam Springs 77	Arkansas	Richard Hodges Storm Whaley Galen Gilbert	Galen Gilbert Galen Gilbert Cecil Smith	Walker World UP
TEXARKANA	KCMC	1450	250	**(See Texarkana, Tex.)**				

†KTHS holds special authorization to operate with WBAL, Baltimore.

CALIFORNIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
BAKERSFIELD	KERN	1410	1,000	McClatchy Broadcasting Co. 17th & I Sts. 8-8431	Blue Golden West	Eleanor McClatchy Deane Banta Deane Banta	Irma Jean Thompson Richard Brothers Luverne Shatto	Raymer McClatchy Standard INS
	KPMC	1560	1,000	Pioneer Mercantile Co. P. O. Box 1709 8-8581	MBS Don Lee	F. G. R. Schamblin L. A. Schamblin L. A. Schamblin	C. C. Sturm Harold Carlock Leo P. Jarvis	Blair Thesaurus World UP
BERKELEY	KRE	1400	250	Central California Broadcasters Inc. 601 Ashby Ave Ashberry 7715	....	Arthur Westlund Arthur Westlund Arthur Westlund	Don Hambly Don Hambly Phil McKernen	.... Standard INS
CHICO	KHSL	1290	1,000	Golden Empire Bcstg. Co. Inc. Fourth & Broadway 237	MBS Don Lee	Hugh McClung M. F. Woodling Henry Watton	Mabel Swift .... Emory P. Milburn	Grant Standard UP
EL CENTRO	KXO	1490	100	Valradio Inc. 793 Main St. 1100	MBS Don Lee Golden West	Thomas E. Sharp Kenneth H. Thornton Belle Hovey	Jean Jordan Anthony Ricca James R. Coin	.... Standard



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SALES CURVES ARE BEING PLOTTED . . .

Today

THESE CHARTS SHOW ESTIMATED PARTICIPATION IN PAYROLL SAVINGS PLANS FOR WAR SAVINGS BONDS *(Members of Armed Forces Included Starting August 1942)*

STUDY THEM WITH AN EYE TO THE FUTURE!

There is more to these charts than meets the eye. Not seen, but clearly projected into the future, is the sales curve of tomorrow. Here is the thrilling story of over 25,000,000 American workers who are today voluntarily saving close to FOUR AND A HALF BILLION DOLLARS per year in War Bonds through the Payroll Savings Plan.

Think what this money will buy in the way of guns and tanks and planes for Victory today—*and mountains of brand new consumer goods tomorrow.* Remember, too, that War Bond money grows in value every year it is saved, until at maturity it returns $4 for every $3 invested!

Here indeed is a solid foundation for the peace-time business that will follow victory. At the same time, it is a real tribute to the voluntary American way of meeting emergencies that has seen us through every crisis in our history.

But there is still more to be done. As our armed forces continue to press the attack in all quarters of the globe, as war costs mount, so must the record of our savings keep pace.

Clearly, on charts like these, tomorrow's Victory —*and tomorrow's sales curves*—are being plotted today by 50,000,000 Americans who now hold WAR BONDS.

EVERYBODY EVERY PAYDAY AT LEAST 10%

Save with
War Savings Bonds

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BROADCASTING MAGAZINE

U. S. GOVERNMENT PRINTING OFFICE 505500

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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CALIFORNIA—(Continued)

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EUREKA	KIEM	1480	1,000	Redwood Broadcasting Co. Inc. Box 43 93	MBS Don Lee	William B. Smullin William B. Smullin C. Paul Corbin	Betty Anderson .... Alvor Olson	Blair World UP, TP
FRESNO	KARM	1430	5,000	KARM, The George Harm station 1333 Van Ness Ave. 4-2966	CBS	Mrs. Hattie Harm Clyde F. Coombs Ned L. Brown	Dean M. Metcalf .... John F. Scales	Free & Peters Standard INS
	KFRE	1340	250	J. E. Rodman T. W. Patterson Bldg. 4-5001	MBS Don Lee	J. E. Rodman Paul R. Bartlett Paul R. Bartlett	Gene Chenault Gene Chenault Sheldon Anderson	.... Associated UP
	KMJ	580	5,000	McClatchy Broadcasting Co. Van Ness & Calaveras Sts. 36277	NBC Golden West	Eleanor McClatchy Keith B. Collins Keith B. Collins	Andy Patterson Connie Marill William N. Wallace	Raymer McClatchy Thesaurus UP
GLENDALE	KIEV	870	250–D	Cannon System Ltd. 102 N. Glendale Ave. Citrus 1-1133 Los Angeles—Chapman 5-2388	....	David H. Cannon L. W. Peters L. W. Peters	Charles Rogers	.... UP
LONG BEACH	KFOX	1280	1,000	Nichols & Warinner Inc. 220 E. Anaheim St. 672-81	Golden West	Hal G. Nichols Hal G. Nichols Lawrence W. McDowell	Hal G. Nichols Hal G. Nichols Lawrence W. McDowell	Biddick Standard Lang-Worth UP
	KGER	1390	5,000	Consolidated Broadcasting Corp. 435 Pine Ave. 660-41	....	C. Merwin Dobyns C. Merwin Dobyns Lee Wynne	Helene Smith Tom Hunter Jay Tapp	Wilson World Standard Lang-Worth PA
LOS ANGELES	KECA	790	5,000	Earle C. Anthony Inc. 141 N. Vermont Ave. Fairfax 2121	Blue	Earle C. Anthony William B. Ryan Clyde P. Scott	John I. Edwards Elmer D. Pederson {Curtis W. Mason {H. L. Blatterman	Free & Peters Standard Lang-Worth PA, UP
	KFAC	1330	1,000	Los Angeles Broadcasting Co. Inc. 645 S. Mariposa Ave. Fitzroy 1231	....	{E. L. Cord {Calvin J. Smith Calvin J. Smith Calvin J. Smith	Don Otis Calvin J. Smith H. W. Anderson	.... PA, UP
	KFI	640	50,000	Earle C. Anthony Inc. 141 N. Vermont Ave. Fairfax 2121	NBC	Earle C. Anthony William B. Ryan Clyde P. Scott	John I. Edwards Elmer D. Pederson {Curtis W. Mason {H. L. Blatterman	Petry Standard Lang-Worth UP
	*KFSG	1150 ST-KRKD	2,500–LS 1,000–N	Echo Park Evangelistic Assn. 1100 Glendale Blvd. Exposition 1140	....	Aimee Semple McPherson Giles N. Knight	Jack Carmaine .... Myron E. Kluge	.... UP
	KFVD	1020 L-KDKA	1,000	Standard Broadcasting Co. 338 S. Western Ave. Drexel 2391	....	J. Frank Burke J. Frank Burke Jr. F. J. Smalley Jr.	Howard Gray F. J. Smalley Jr. John Smithson	.... Lang-Worth UP
	KFWB	980	5,000	Warner Bros. Broadcasting Corp. 5833 Fernwood Ave. Hempstead 5151	....	Louis J. Halper Harry Maizlish	Manning Ostroff William Ray Harry Myers	Rambeau PA, UP, INS
	KGFJ	1230	100	Ben S. McGlashan 1417 S. Figueroa St. Prospect 2434	....	Ben S. McGlashan H. Duke Hancock H. Duke Hancock	Thelma Kirchner	.... Associated Standard INS
	KHJ	930	5,000	Don Lee Broadcasting System 5515 Melrose Ave. Hollywood 8111	MBS Don Lee	Thomas S. Lee Lewis Allen Weiss Bruce G. Eells	Van C. Newkirk Fair Taylor Frank M. Kennedy	Blair World PA, INS
	KMPC (Beverly Hills)	710	10,000	KMPC, The Station of the Stars 9631 Wilshire Blvd. Bradshaw 2-4411	Golden West	G. A. Richards Robert O. Reynolds Herbert Wixon	William L. Forman Alice Belding Loyd Sigmon	Raymer Associated Lang-Worth UP
	KMTR	570	1,000	KMTR Radio Corp. 1000 Cahuenga Blvd. Hillside 1161	....	Reed Callister Kenneth O. Tinkham Kenneth O. Tinkham	Kenneth O. Tinkham Kenneth O. Tinkham Peter Wilson	Burn-Smith Lang-Worth Standard INS
	KNX	1070	50,000	Columbia Broadcasting System Inc. 6121 Sunset Blvd. Hollywood 1212	CBS	CBS-Donald W. Thornburgh Donald W. Thornburgh Harry W. Witt	Russ Johnston George L. Moskovics Lester H. Bowman	Radio Sales Associated PA, UP, INS
	KRKD	1150 ST-KFSG	2,500–LS 1,000–N	Radio Broadcasters Inc. Spring Arcade Bldg. Tucker 7111	....	Frank P. Doherty Ned Connor Ned Connor	Ned Connor Ned Connor Willis Freitag	.... INS, TP
MARYSVILLE	KMYC	1450	250	Marysville-Yuba City Bcstrs. Inc. 519 E St. 2080	MBS Don Lee	H. E. Thomas Joe D. Carroll Homer McDonald	Jayne Russell .... Bud Ballard	Grant Standard
MERCED	KYOS	1490	250	Merced Broadcasting Co. G. Street Grade 1430	MBS Don Lee	Hugh McClung Mel D. Marshall Karl Kreuger	JoAnn Evans George Spelvin John E. Boren	Grant Standard UP
MODESTO	KTRB	860	1,000	KTRB Broadcasting Co. Inc. Box 493 774	....	William H. Bates Jr. William H. Bates Jr. Douglas McCreary	Cecil Lynch Douglas McCreary William H. Bates Jr.	Biddick Grant UP, INS
MONTEREY	KDON	1240	250	Monterey Peninsula Bcstg. Co. 275 Pearl St. 8501	MBS Don Lee	Paul Caswell Howard V. Walters Bernard E. Cooney	H. V. Walters .... Edward C. Duty	Grant Thesaurus UP
OAKLAND	KLS	1310	1,000	Warner Bros. 327 21st St Highgate 1212	....	S. W. & E. N. Warner S. W. Warner F. W. Morse	Marian L. Craig F. W. Morse H. E. Falknor	Biddick INS
	KLX	910	1,000	Tribune Building Co. Tribune Tower Templebar 6000	....	J. R. Knowland Jr. Adriel Fried Adriel Fried	.... {Carl Cronin {Edna Mae Gagnier Roswell Smith	McGillvra World PA
	KROW	960	1,000	Educational Broadcasting Corp. 464 19th St. Glencourt 6774	....	W. I. Dumm Philip G. Lasky A. V. Bamford	Wallace Elliott Mary Lewis C. E. Downey	Free & Peters Standard Lang-Worth INS

What Majesty . . . What Splendor! What a Pain in the Neck!

Nowhere in the country does one encounter such rugged splendor, as is found on the Pacific Coast. Mountains rising majestically 5,000 to nearly 15,000 feet, form natural barriers around most of the Pacific Coast's important cities. It's a Mecca for tourists, but a pain in the neck for long-range broadcasting. Watts bounce off mountains like hail off a tin roof. There's only one way to completely cover these mountain-surrounded markets . . . *release your message locally*. Use Don Lee, the only network with enough stations to deliver *local* primary coverage on the entire Pacific Coast. More than 9 out of every 10 families on the Pacific Coast own radios, and more than 9 out of every 10 of these families live within 25 miles of a Don Lee station. If your message is important enough for all the radio families on the Pacific Coast to hear, use the only network with enough stations to do the job . . . Don Lee.

THOMAS S. LEE, *President*
LEWIS ALLEN WEISS, *Vice-President, General Manager*
5515 MELROSE AVE., HOLLYWOOD, CALIF.
REPRESENTED NATIONALLY BY JOHN BLAIR AND CO.

Mutual
DON LEE

THE NATION'S GREATEST REGIONAL NETWORK

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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CALIFORNIA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
PASADENA	KPAS	1110	10,000	Pacific Coast Broadcasting Co. 1401 S. Oak Knoll Ryan 1-6991	....	J. Frank Burke Sr. Loyal K. King John L. Akerman	Howard Bell John L. Akerman John A. Smithson	McGillvra Associated Lang-Worth INS, TP
	*KPPC	1240 ST-KFXM	100	Pasadena Presbyterian Church 585 E. Colorado St. Sycamore 3-2193	....	C. Franklin Ward C. Franklin Ward	Leon Hall .... N. Vincent Parsons	....
	KWKW	1430	1,000-D	Southern Calif. Broadcasting Co. 425 E. Green St. Sycamore 2-6155	....	Marshall S. Neal Marshall S. Neal R. L. Rust	Dwight A. Hauser .... Paul Spargo	.... Standard Radio UP
REDDING	KVCV	1230	250	Golden Empire Bcstg. Co. Redding 1646	MBS Don Lee	Hugh McClung Ralph R. Bryan Fred M. Stuelpnagel	Jane Maluvius Orville F. Burda Russell Pope	Grant Standard UP
RIVERSIDE	KPRO	1440	1,000	Broadcasting Corp. of America 3401 Russell St. 6290	Golden West	William L. Gleeson Howard Ray H. A. P. Polite	Grant Holcomb Jr. .... Robert McGaughey	McGillvra Associated World INS
SACRAMENTO	KFBK	1530	10,000	McClatchy Broadcasting Co. 7th & Eye Sts. 2-5011	Blue Golden West	Eleanor McClatchy Leo O. Ricketts Robert Stoddard	Howard Bailey .... Stam Sronce	Raymer McClatchy Thesaurus UP
	KROY	1240	100	Royal Miller Radio Hotel Sacramento Bldg. 3-2525	CBS	Royal Miller Mrs. Royal Miller D. E. Lundy	Garland Schuler Rose Marie Douglass Howard Martineau	Biddick McGillvra Standard INS
SAN BERNARDINO	KFXM	1240 ST-KPPC	250	Lee Bros. Broadcasting Co. 512 Fifth St. 4761	MBS Don Lee	J. C. & E. W. Lee Maury A. Vroman Maury A. Vroman	.... C. Lowell Smith Richard T. Sampson	Blair Standard INS
SAN DIEGO	KFMB	1450	250	Worcester Broadcasting Corp. 1375 Pacific Blvd. Main 2114	....	Warren B. Worcester Estate Jack Gross Jack Gross	Joe S. Walters	Wilson Standard PA
	KFSD	600	1,000	Airfan Radio Corp. Ltd. 326 Broadway Franklin 6353	Blue Golden West	Thomas E. Sharp Thomas E. Sharp John Babcock	Leah McMahon John Babcock	Raymer Thesaurus UP
	KGB	1360	1,000	Don Lee Broadcasting System 1012 First Ave. Franklin 6151	MBS Don Lee	Thomas S. Lee Sidney W. Fuller William A. Evans	James Dillon William A. Evans Vern Milton	Blair World
SAN FRANCISCO	KFRC	610	5,000	Don Lee Broadcasting System 1000 Van Ness Ave. Prospect 0100	MBS Don Lee	Thomas S. Lee Dan Donnelly Dan Donnelly	Pat Kelly Francis Sarcander J. McArdle	Blair World PA, INS
	KGO	810	7,500	Blue Network Co. Inc. Taylor & O'Farrell Sts. Graystone 6565	Blue	Blue Network .... L. Ray Rhodes	Robert E. Dwan J. G. Paltridge T. B. Palmer	Blue Spot Thesaurus Standard PA, INS, UP
	KJBS	1100 L-WTAM	500	Julius Brunton & Sons Co. 1470 Pine St. Ordway 4148	....	S. B. & Ralph R. Brunton E. P. Franklin E. P. Franklin	Harry Wickersham	Rambeau Griffith Standard Lang-Worth UP, INS
	KPO	680	50,000	National Broadcasting Co. Inc. 420 Taylor St. Graystone 8700	NBC	NBC-John W. Elwood John W. Elwood Alfred W. Crapsey	Robert R. Seal S. H. Schaffer George Greaves	NBC Spot Thesaurus PA, UP, INS
	KSAN	1450	250	Golden Gate Broadcasting Corp. 1355 Market St. Market 8171	....	S. H. Patterson Jerry Akers Jerry Akers	George Taylor George Taylor James Norwood	.... UP
	KSFO	560	5,000-LS 1,000-N	Associated Broadcasters Inc. Mark Hopkins Hotel Exbrook 4576	Golden West	W. I. Dumm Lincoln Dellar Morton Sidley	Harlan Dunning Morton Sidley Royal V. Howard	Weed Associated Standard Lang-Worth UP, INS
	KYA	1260	5,000-LS 1,000-N	Palo Alto Radio Station Inc. Hearst Bldg. Douglas 2536	....	Wilfrid L. Davis Wilfrid L. Davis Don Fedderson	E. E. Rountree .... Paul C. Schulz	Spot Sales Associated Standard PA, INS
SAN JOSE	KQW	740	5,000	Pacific Agricultural Foundation Ltd. Palace Hotel Exbrook 3233	CBS	Ralph R. Brunton C. L. McCarthy C. L. McCarthy	Ken Craig Anne Director W. C. Gilman Robert Davis	Petry Thesaurus Standard UP
SAN LUIS OBISPO	KVEC	1230	250	The Valley Electric Co. Mt. View & Hill Sts. 1100	MBS Don Lee	Christina M. Jacobson Les Hacker Joe Shuttleworth	Al Carmona Les Hacker Earle Travis	Blair Standard PA
SANTA ANA	KVOE	1490	250	Voice of the Orange Empire Inc. Ltd. 307 N. Broadway 4901-R	MBS Don Lee	Ernest L. Spencer Ernest L. Spencer Ernest L. Spencer	Wallace S. Wiggins Betty I. Sorenson Wallace S. Wiggins	Blair
SANTA BARBARA	KDB	1490	250	Don Lee Broadcasting System 15 E Haley St. 4131	MBS Don Lee	Thomas S. Lee Fin Hollinger Fin Hollinger	Peggy Lou Welsh Barbara Ann Hitchcock William C. Buckley	Blair World
	KTMS	1250	1,000	News-Press Publishing Co. De la Guerra Plaza 6111	Blue Golden West	Thomas M. Storke Louis F. Kroeck Louis F. Kroeck	Ken Peters Jess Jones W. W. Wileman	Raymer PA
SANTA ROSA	KSRO	1350	1,000	E. L. Finley Estate Press Democrat Bldg. 110	....	Ruth W. Finley, Executrix Wilt Gunzendorfer Wilt Gunzendorfer	Karl Barron Wilt Gunzendorfer Howard McCauley	Biddick Thesaurus World PA, UP
STOCKTON	KGDM	1140	5,000	E. F. Peffer 42 S. California St. 4-4551	CBS	E. F. Peffer E. Smith E. Smith	Don Ralph .... Fred Eilers	Blair Grant World INS
	KWG	1230	100	McClatchy Broadcasting Co. Hotel Wolf 2-2727	Blue Golden West	Eleanor McClatchy George Ross Jay Spracher	Bill Straub .... Lee Berryhill	Raymer McClatchy Standard UP
VISALIA	KTKC	940	5,000	Tulare-Kings Counties Radio Assoc. Box 511 575	Blue	Charles A. Whitmore Charles P. Scott Millard Kibbe	Gerry Erwin Charles P. Scott Bert Williamson	Rambeau Biddick Grant World PA
WATSONVILLE	KHUB	1340	250	Luther E. Gibson Box 349 1700	....	Luther E. Gibson Ed Calder Ed Calder	Yvonne Dale	Forjoe Biddick World

The COLUMBIA Station

FOR SAN FRANCISCO · OAKLAND
AND THE BAY AREA

KQW

740 kc

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

PACIFIC AGRICULTURAL FOUNDATION LIMITED, SAN JOSE, CALIFORNIA

SAN FRANCISCO STUDIOS · PALACE HOTEL

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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COLORADO

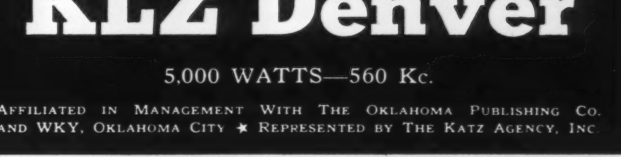
City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
ALAMOSA..........	KGIW	1450-SH	250	E. L. Allen Alamosa 26	....	E. L. Allen	....	....
COLORADO SPRINGS	KVOR	1300	1,000	Out West Broadcasting Co. Antlers Hotel Main 278	CBS	E. K. Gaylord Dudley Tichenor Dudley Tichenor	Miss Zelle Wade .... H. C. Strang	Katz Thesaurus PA
DENVER...........	KFEL	950	5,000	Eugene P. O'Fallon Inc. Albany Hotel Keystone 0178	MBS	Eugene P. O'Fallon Frank L. Bishop Holly Moyer	Cecil Seavey Louise Alterman Walter R. Selden	Blair World Standard PA, TP
	KLZ	560	5,000	KLZ Broadcasting Co. Shirley-Savoy Hotel Main 4271	CBS	E. K. Gaylord Hugh B. Terry Fred C. Mueller	Austin Williams Elmer Fondren Harvey Wehrman	Katz Associated INS
	KMYR	1340	250	F. W. Meyer 1626 Stout Main 4161	....	F. W. Meyer A. G. Meyer Mark Schreiber	Pat Burns Kidder A. G. Meyer Glenn L. James	Rambeau Standard UP
	KOA	850	50,000	National Broadcasting Co. Inc. 1625 California St. Main 6211	NBC	NBC-James R. MacPherson James R. MacPherson James R. MacPherson	Clarence C. Moore Randolph F. Smith Robert H. Owen	NBC Spot Thesaurus Standard PA, UP, INS
	*KPOF	910 ST-KFKA	1,000	Pillar of Fire 1845 Champs St.	....	Bishop Alma White	....	....
	KVOD	630	5,000	Colorado Radio Corp. Midland Savings Bldg. Tabor 2291	Blue	William D. Pyle Thomas C. Ekrem Thomas C. Ekrem	V. W. Corbett Ben H. Stanton {W. D. Pyle {T. C. Ekrem	McGillvra Associated Lang-Worth UP
DURANGO..........	KIUP	1400	250	San Juan Broadcasting Co. 2800 Main Ave. 117	....	John W. Turner Raymond M. Beckner Raymond M. Beckner	Raymond M. Beckner .... John L. Antic	.... TP
GRAND JUNCTION..	KFXJ	920	1,000-LS 500-N	Western Slope Broadcasting Co. La Court Hotel 126	MBS	Rex Howell {Rex Howell {Charles Howell Rex Howell	Mildred Fuller .... Eph Towne	.... World UP
GREELEY...........	KFKA	910 ST-KPOF	1,000	Mid-Western Radio Corp. 620 Eighth Ave. 450	MBS	H. E. Green Francis A. Price Francis A. Price	Dorothy MacClary .... Kenneth Cooper	Walker UP
LA JUNTA..........	KOKO	1400	250	Southwest Broadcasting Co. Box 485 42	....	Leonard E. Wilson Leonard E. Wilson Leonard E. Wilson	Charles Schroll Leonard E. Wilson Leonard E. Wilson	.... Standard TP
PUEBLO............	KGHF	1350	500	Curtis P. Ritchie Pueblo Savings & Trust Bldg. 3877	Blue	Curtis P. Ritchie J. H. McGill Maxson Bevens	Fred Amos Maxson Bevens Phil Gundy	Wilson World PA
STERLING..........	KGEK	1230-SH	100	Elmer G. Beehler Sterling 679	....	Elmer G. Beehler	....	....

CONNECTICUT

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
BRIDGEPORT.......	WICC	600	1,000-LS 500-N	Yankee Network Inc. Hotel Stratfield 6-1121	MBS Yankee	{William F. O'Neil {John Shepard 3rd Joseph Lopez Joseph Lopez	Florence Ballou James Powers (Boston) George Keich	Petry Associated Standard INS
	WNAB	1450	250	Harold Thomas 991 Broad St. 3-3112	Blue Connecticut	Harold Thomas Levon Thomas Ken Thomas	Jean O'Shea Ken Thomas Vinnie DeLaurentis	Rambeau Lang-Worth PA
HARTFORD.........	WDRC	1360	5,000	WDRC Inc. 750 Main St. 7-1188	CBS	Franklin M. Doolittle Franklin M. Doolittle William F. Malo	Walter B. Haase William F. Malo Italo A. Martino	Raymer Foster Associated Lang-Worth UP
	WNBC	1410	5,000	State Broadcasting Corp. 54 Pratt St. 7-9131	Blue Atlantic Coast Connecticut	Patrick J. Goode Richard W. Davis Laurence Edwardson	Ralph Kanna Ralph Kanna Rogers B. Holt	Headley-Reed Bannan Standard Lang-Worth UP
	WTHT	1230	250	Hartford Times Inc. 983 Main St. 2-0237	MBS Yankee Colonial	Francis S. Murphy C. Glover DeLaney C. Glover DeLaney	Frederic E. Beiber .... Albert H. Carr	McKinney Lang-Worth PA
	WTIC	1080	50,000	Travelers Bcstg. Service Corp. 26 Grove St. 2-3181	NBC New England	Travelers Insurance Co. Paul W. Morency Walter Johnson	T. C. McCray J. F. Clancy Herman D. Taylor	Weed World Lang-Worth PA, INS, TP
NEW HAVEN.......	WELI	960	1,000-LS 500-N	City Broadcasting Corp. 221 Orange St. 8-1133	Blue Atlantic Coast Connecticut	Patrick J. Goode James T. Milne James T. Milne	Charles H. Wright Miss Marion Reynolds J. Gordon Keyworth	Foster World UP
NEW LONDON......	WNLC	1490	250	Thames Broadcasting Corp. Mohican Hotel 4900	MBS Yankee Connecticut	Roderick L. Morey Gerald J. Morey Ivon B. Newman	Ted Hodge Ivon B. Newman Francis Stephens	Foster
STAMFORD.........	WSRR	1400	250	Stephen R. Rintoul Atlantic St. 4-7575	Blue Connecticut	Stephen R. Rintoul Harold H. Meyer Harold H. Meyer	Gail Smith Cameron Mitchell Edward Markman	.... World UP
WATERBURY.......	WATR	1320	1,000	Harold Thomas 71 Grand St. 3-5161	MBS Yankee Connecticut	Harold Thomas Harold Thomas Samuel Elman	James Parker .... Harold Thomas	Rambeau TP
	WBRY	1590	1,000	American-Republican Inc. 136 Grand St. 3-1125	CBS	William J. Pape Erwin J. Frey Erwin J. Frey	Walter Osborne Howard Erwin J. Frey Frank Hales	McGillvra Bannan Thesaurus PA

STANDOUT

KLZ is *THAT* Kind of station . . . doing *THAT* kind of job in the Denver area for its listeners and its advertisers!



KLZ Denver

5,000 WATTS—560 Kc.

Affiliated in Management With The Oklahoma Publishing Co. and WKY, Oklahoma City ★ Represented by The Katz Agency, Inc.

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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DELAWARE

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
WILMINGTON......	WDEL	1150	5,000	WDEL Inc. 10th & King Sts. 7268	NBC Mason-Dixon	Clair R. McCollough J. Gorman Walsh J. Gorman Walsh	Harvey Smith Herman Reitzes J. E. Mathiot	Raymer UP
	WILM	1450	250	Delaware Broadcasting Co. 920 King St. 7268	MBS Mason-Dixon	Clair R. McCollough J. Gorman Walsh J. Gorman Walsh	Bernard Fabrizi George Kienzle Jr. J. E. Mathiot	Raymer Thesaurus UP

DISTRICT OF COLUMBIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
WASHINGTON......	WINX	1340	250	WINX Broadcasting Co. Eighth & Eye Sts. N. W. Republic 8000	....	Lawrence J. Heller Lawrence J. Heller Harold Levey	Sam W. Lawder Harold Levey Ralph E. Cannon	Walker Standard Lang-Worth INS
	WJSV	1500	50,000	Columbia Broadcasting System Inc. Earle Bldg. Metropolitan 3200	CBS	CBS-Earl H. Gammons Chas. J. Burkland William D. Murdock	John H. Heiney Lee Chadwick Clyde M. Hunt	Radio Sales World Lang-Worth PA, UP
	WMAL	630	5,000	Evening Star Broadcasting Co. 724 14th St., N. W. National 5400	Blue	Washington Star K. H. Berkeley Ben B. Baylor Jr.	Jack Edmunds .... David Hunter	Blue Spot Thesaurus Associated Standard PA, UP, INS
	WOL	1260	1,000	American Broadcasting Co. 1627 K St., N. W. Metropolitan 0010	MBS	Helen S. Mark W. B. Dolph James Fishback	Madeline Ensign Charles Zurhorst Henry H. Lyon	Spot Sales Associated Standard Lang-Worth UP, TP
	WRC	980	5,000	National Broadcasting Co. Inc. 724 14th St., N. W. Republic 4000	NBC	NBC-Frank M. Russell Carleton D. Smith John H Dodge	Fred Shawn Neal Hathaway A. E. Johnson	NBC Spot Thesaurus Associated Standard PA, UP, INS
	WWDC	1450	250	Capitol Broadcasting Co. 1000 Connecticut Ave., N. W. National 7203	Atlantic Coast	Joseph Katz G. Bennett Larson G. Bennett Larson	Norman Reed .... U. L. Lynch	Burn-Smith Thesaurus PA

FLORIDA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
DAYTONA BEACH...	WMFJ	1450	250	Lt. W. Wright Esch 126½ Magnolia Ave. 91	Blue	Lt. W. Wright Esch Ray Clancy John Pitts	William M. Johns Ray Clancy	.... Associated PA
FT. LAUDERDALE...	WFTL	1400 CP-710	250 CP-10,000	Ralph A. Horton 2700 S. Andrews Ave. 1300	MBS	Ralph A. Horton Steve Vetter Oscar Daily	Russell Jones Russell Jones Joe L. Stewart	.... Associated UP
FORT MYERS.......	WFTM	1240	250	Fort Myers Broadcasting Co. Inc. 54 E. First St. 818	....	Ronald B. Woodyard James P. Turner D. S. Kirkpatrick	Carl Hall June Warner William Lee	.... UP
GAINESVILLE.......	WRUF	850 L-KOA	5,000	University of Florida Gainesville 1000	MBS	State of Florida Garland Powell Bud Miller	Sam Fouts William Woodbury Dr. Palmer Craig	Burn-Smith World UP
JACKSONVILLE.....	WJAX	930	5,000-LS 1,000-N	City of Jacksonville 1 Broadcast Pl. 5-5821	NBC	City of Jacksonville John T. Hopkins III John T. Hopkins III	Evelyn Boote Harry A. Cole John T. Hopkins III	Blair Cummings Thesaurus PA
	WJHP	1320	250	The Metropolis Co. 500 Laura St. 5-7610	Blue MBS	John H. Perry Wallace A. Walker I. M. Koger	J. B. Rathbun J. B. Rathbun B. Hayford	Perry Lang-Worth UP
	WMBR	1400	250	Florida Broadcasting Co. 118 W. Adams St. 5-4387	CBS	Frank King Frank King Glenn Marshall Jr.	Charles M. Stone .... Ernest Vordermark	Raymer World Lang-Worth UP
	WPDQ	1270	5,000	Jacksonville Broadcasting Corp. Gulf Life Bldg. 5-6781	....	James R. Stockton Robert R. Feagin Robert R. Feagin	.... James R. Donovan	Hollingbery Standard PA
LAKELAND.........	WLAK	1340	250	Lake Region Broadcasting Co. 1412 E. Lime 2127	NBC	S. O. Ward S. O. Ward S. O. Ward	John Fisk S. O. Ward William P. Lee	Foreman UP
LAKE WORTH......	WWPG	1340	250	Lake Worth Broadcasting Corp. Box 1031 West Palm Beach 2-1515	MBS Blue	Charles E. Davis Fred H. Ford	....	.... Lang-Worth PA
MIAMI.............	WIOD	610	5,000	Isle of Dreams Broadcasting Corp. 600 Biscayne Blvd. 3-6444	NBC	D. J. Mahoney James M. LeGate T. O. McCullough	Robert Fidler R. W. Richards {Bob Barwick {Fred Clark	Hollingbery Cummings Townsend Associated Standard PA, UP, INS
	WQAM	560	1,000 CP-5,000-LS	Miami Broadcasting Co. Postal Bldg. 2-6121	CBS	Fred W. Borton Fred Mizer Norman MacKay	Hazel McGuire Norman MacKay T. C. Wisenbacker	Blair World UP

STANDING ROOM ONLY

Tampa always a solid year round market, is playing to "standing room only" for the duration. Restaurants, theatres, buses, street cars, drug stores, grocery stores and beauty shops are packing them in daily. They are lined up, 6 deep, at department store counters on busy days.

Who is this audience? Well, at least 50,000 of these new buying prospects have come to Tampa since the 1940 census. Most of them are well-paid shipyard and other war workers—families with money to spend. We are not counting the military. That's a bonus—and a big one.

Frankly, Tampa is one of the best markets in the south today. You can "spot" this market economically and thoroughly with WFLA, the most-listened-to station in the Tampa trade area. It's NBC, you know.

WFLA

NATIONAL REPRESENTATIVE
JOHN BLAIR & CO.

NBC PROGRAMS

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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FLORIDA—(Continued)

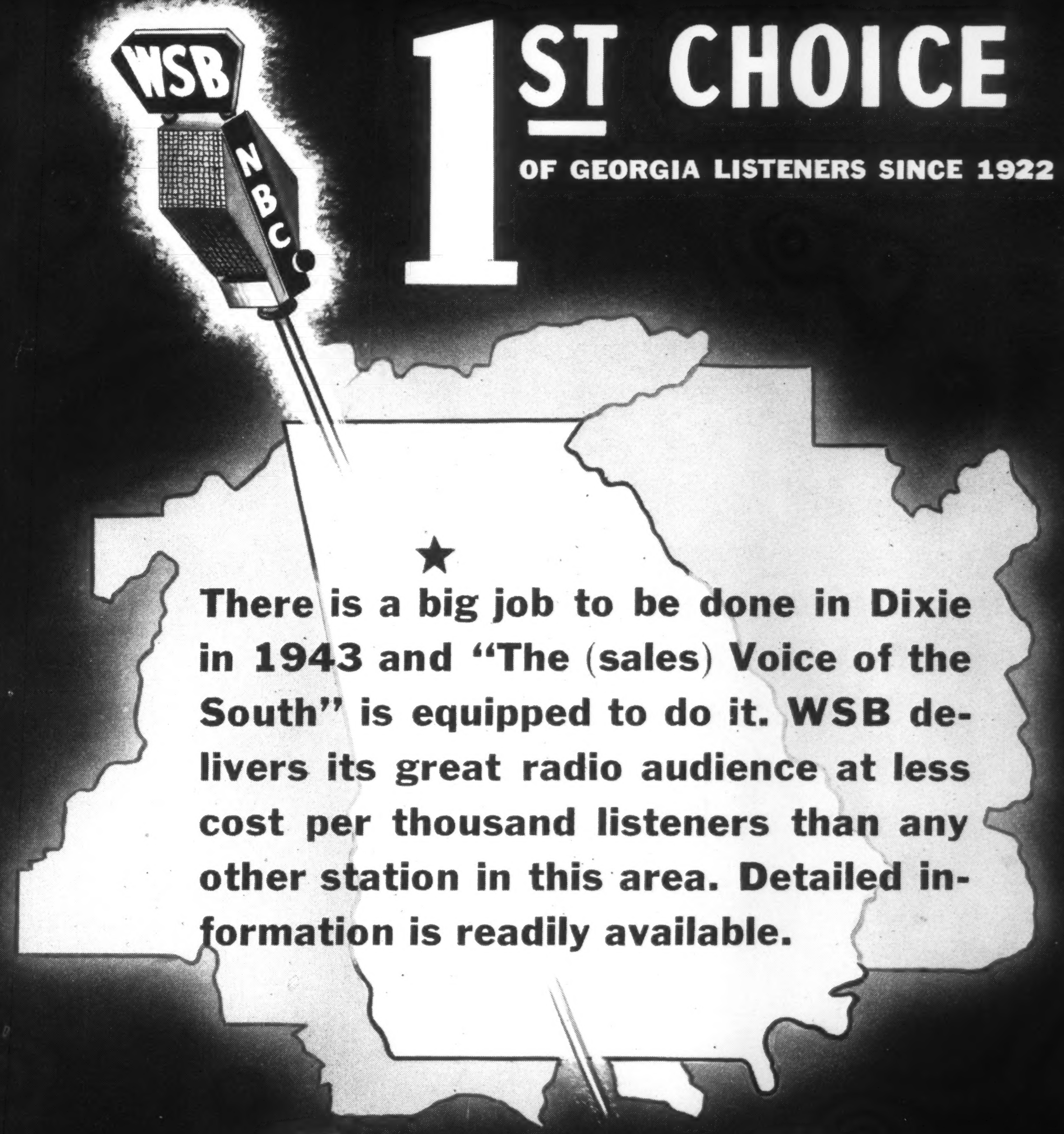
City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
MIAMI BEACH......	WKAT	1360	1,000	A. Frank Katzentine 1759 N. Bay Rd. 5-7471	Blue	A. Frank Katzentine John C. McCloy Alex Campbell Jr.	John C. McCloy Alex Campbell Jr. Arthur Smith Thomas Magee	Spot Sales Associated UP
OCALA.............	WTMC	1490	100	Ocala Broadcasting Co. Inc. 1 Broadcast Place 128	Blue	John H. Perry T. S. Gilchrist Jr. T. S. Gilchrist Jr.	T. S. Gilchrist Jr. .... Beecher Hayford	Perry UP
ORLANDO..........	WDBO	580	5,000	Orlando Broadcasting Co. Inc. 563 N. Orange Ave. 6181	CBS	Col. George C. Johnston Col. George C. Johnston W. G. McBride	W. G. McBride W. G. McBride James E. Yarbrough	Raymer World UP
	WLOF	1230	250	Hazelwood Inc. Angebilt Hotel 8163	Blue	Joe Sears Jr. Edward J. Lord Victor Buisset	.... Edward J. Lord Harold Jenkins	Burn-Smith Cook Thesaurus INS
PANAMA CITY......	WDLP	1230	250-LS 100-N	Panama City Broadcasting Co. Inc. First & Mercer Sts. 777	....	John H. Perry Virgil G. Evans	....	Perry Standard UP
PENSACOLA........	WCOA	1370	1,000-LS 500-N	Pensacola Broadcasting Co. San Carlos Hotel 4111	NBC	John H. Perry Irving F. Welch H. L. Barnett	Gene Kirby .... G. E. Mead	Perry Associated UP
ST. AUGUSTINE.....	WFOY	1240	250	Fountain of Youth Broadcasting Co. Fountain of Youth Park 1400	CBS	Glenn Marshall Jr. J. Allen Brown J. Allen Brown	Bernice Nachtmann J. Allen Brown Pat Bernhard	.... UP
ST. PETERSBURG...	WSUN	620	5,000	City of St. Petersburg, Fla. Municipal Pier 4747	Blue	City of St. Petersburg Norman E. Brown Jerry Wigley	Louis J. Link Jerry Whittington Louis J. Link	Weed Associated UP
	WTSP	1380	1,000-LS 500-N	Pinellas Broadcasting Co. 35th Ave. & Fourth St. N. 7849	MBS	Nelson Poynter Lex L. D. Herron Lex L. D. Herron	Harnold Falconnier Lex L. D. Herron Joseph Latimer	McGillvra UP
SARASOTA.........	WSPB	1450	250	WSPB Inc. Box 1110 2541	....	R. C. Jones Jr. John B. Browning John B. Browning	Jayne Taylor John B. Browning Bill Sheetz	.... World UP
TALLAHASSEE......	WTAL	1340	250-LS 100-N	Florida Capitol Broadcasters, Inc. Box 989 2160	....	Gilbert Freeman William C. Wyatt William C. Wyatt	Mary Charles Fendley Mary Charles Fendley William A. Snowden Jr.	.... Lang-Worth UP
TAMPA.............	WDAE	1250	5,000	Tampa Times Co. Franklin & Washington Sts. M-1818	CBS	David E. Smiley L. S. Mitchell L. S. Mitchell	Kenneth W. Skelton Carl P. Oswald William Pharr Moore	Katz World PA
	WFLA	970	5,000-LS 1,000-N	The Tribune Co. Seminole Bldg. H-1828	NBC	S. E. Thomason W. Walter Tison W. Walter Tison	Paul M. Jones Truman Green Joe M. Mitchell	Blair Cummings Thesaurus UP
WEST PALM BEACH	WJNO	1230	250	WJNO Inc. 1415 Okeechobee Rd. 3638	CBS	Louis M. Heminway Stephen Willis Stephen Willis	....	.... Standard UP

GEORGIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
ALBANY............	WALB	1590	1,000	Herald Publishing Co. 138 Pine Ave. 1590	MBS	H. T. McIntosh Roger O. Van Duzer H. L. Tallman	Roger Van Duzer Felix Adams Mildred Cann Noel Martin	Burn-Smith Cook Associated PA
	WGPC	1450	250	Albany Broadcasting Co. 125½ N. Jackson St. 1370	CBS Georgia	J. W. Woodruff Jr. Henry J. East Henry J. East	Marvin C. Lorig James E. Fowler Charles Monroe Kinnett	Spot Sales Lang-Worth UP
ATHENS............	WGAU	1340	250	J. K. Patrick & Co. Bobbin Mill Rd. 1741	....	C. A. Rowland Melvin C. Gorman Melvin C. Gorman	Bill Evans Melvin C. Gorman Melvin C. Gorman	.... Standard PA, UP
ATLANTA...........	WAGA	590	5,000	Liberty Broadcasting Corp. 56 Marietta St., N. W. Main 5101	Blue	George B. Storer Charles A. Smithgall Maurice C. Coleman	Leon Bennett .... Russ Shettler	Blair Associated PA, UP
	WATL	1400	250	Atlanta Broadcasting Co. Henry Grady Bldg. Walnut 4377	MBS	J. W. Woodruff Jr. J. A. Davenport G. C. Jones Jr.	Dan Hornsby G. C. Jones Jr. Bob Minton	Spot Sales Lang-Worth UP
	WGST	920	5,000-LS 1,000-N	Georgia School of Technology Forsyth St. Walnut 8441	CBS	Sam Pickard Clarence H. Calhoun Clarence H. Calhoun	John Fulton .... Ben Akerman	Katz PA
	WSB	750	50,000	Atlanta Journal Co. Biltmore Hotel Hemlock 1045	NBC	James M. Cox J. Leonard Reinsch John M. Outler Jr.	Roy A. McMillan Lorin S. Myers C. F. Daugherty	Petry Standard PA, UP
AUGUSTA...........	WGAC	1240	250	Twin States Broadcasting Co. Augusta, Ga. 2-2692	Blue	F. Frederick Kennedy J. B. Fuqua Hub Jackson	Steve Manderson Hub Jackson D. T. Layton Jr.	Headley-Reed Associated PA
	WRDW	1480	5,000	Augusta Broadcasting Co. 10th & Broad St. 2-8805	CBS	Arthur Lucas W. R. Ringson Thurstin Bennett	Charles Pointel Charles Pointel Harvey Aderhold	Burn-Smith Thesaurus World PA, UP
BRUNSWICK........	WMOG	1490	250-LS 100-N	Coastal Broadcasting Co. Brunswick 1500	....	Arthur Lucas William K. Jenkins	....	.... Thesaurus UP
CEDARTOWN.......	WGAA	1340	250	Northwest Georgia Bcstg. Co. West Theater Bldg. 777	....	O. C. Lam R. W. Rounsaville R. W. Rounsaville R. W. Rounsaville	R. W. Rounsaville Bob Corley Clarence Landress	Cox & Tanz PA

1ST CHOICE

OF GEORGIA LISTENERS SINCE 1922



★

There is a big job to be done in Dixie in 1943 and "The (sales) Voice of the South" is equipped to do it. WSB delivers its great radio audience at less cost per thousand listeners than any other station in this area. Detailed information is readily available.

50,000 Watts **WSB** **750 K. C.**

"The Voice of the South"

ATLANTA, GEORGIA

Affiliated with the Atlanta Journal

Represented Nationally by Edward Petry & Co., Inc.

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued. LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.*

(Data corrected to January 1, 1943)

GEORGIA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
COLUMBUS	WRBL	1230	250	Columbus Broadcasting Co. Inc. 1420 Second Ave. 2-0601	CBS Georgia	J. W. Woodruff Sr. J. W. Woodruff Jr. W. S. Massie	Tony Barrett Jack Gibney Wilfred Siddle	Spot Sales Lang-Worth UP
CORDELE	WMJM	1490	250–LS 100–N	Cordele Dispatch Publishing Co. Box 432 666	....	John W. Greer James S. Rivers Gaines Brewster	Elweda Powers Elweda Powers Clayton Lee	Cox & Tanz
DALTON	WBLJ	1230	250	Dalton Broadcasting Corp. 111 Pentz St. 684	MBS	H. C. Kenemer W. V. Williams W. V. Williams	William Armond W. V. Williams W. C. Roberts	Cox & Tanz
GAINESVILLE	WGGA	1240	250	Blue Ridge Broadcasting Co. Athens Rd. 1600	....	Austin F. Dean L. H. Christian L. H. Christian	Floyd Hubbard E. F. MacLeod F. Keith Brown	.... PA
GRIFFIN	WKEU	1450	100–D	Radio Station WKEU Griffin Hotel	....	A. W. Marshall Jr. A. W. Marshall Jr.	....	Sears & Ayer PA
LAGRANGE	WLAG	1240	250	LaGrange Broadcasting Co. 303 Broome St. 1700	MBS	Roy C. Swank Edwin Mullinax Edwin Mullinax	Harold Russey Edwin Mullinax	.... World UP
MACON	WBML	1240	250	Middle Georgia Broadcasting Co. First National Bank Bldg. 2728	MBS	E. D. Black Charles W. Pittman Alfred Lowe	Mary Hester Richardson William Doster H. S. Goodrich	.... Thesaurus UP
	WMAZ	940	5,000	Southeastern Broadcasting Co. Inc. Bankers Insurance Bldg. 3131	CBS	{Geo. P. Rankin Jr. {Lt. E. K. Cargill, USN Wilton E. Cobb Frank Crowther	Lew Kent Wilton E. Cobb George P. Rankin Jr.	Katz World Lang-Worth PA
MOULTRIE	WMGA	1400	250	F. R. Pidcock Sr. Box 310 999	....	F. R. Pidcock Sr. John F. Pidcock John F. Pidcock	Jackie Stringfellow .... James M. Wilder	.... Thesaurus UP
ROME	WRGA	1490	250	Rome Broadcasting Corp. National City Bank Bldg. 6589	....	John W. Quarles Happy Quarles Pinkie Talley	Jimmy Kirby Pinkie Talley R. L. Starr	.... UP
SAVANNAH	WSAV	1340	250	WSAV Inc. Liberty National Bank Bldg. 5600	NBC	Arthur Lucas Harben Daniel N. W. Brandon	Electa Robertson Richard Altman Meredith E. Thompson	Hollingbery Associated PA, INS
	WTOC	1290	5,000–LS 1,000–N CP-5,000–U	Savannah Broadcasting Co. 516 Abercorn St. 2-0127	CBS	W. T. Knight Jr. W. T. Knight Jr. W. T. Knight Jr.	Weldon Herrin Bill Smart Claude M. Gray	Katz Standard Lang-Worth UP
THOMASVILLE	WPAX	1240	250	H. Wimpy 117 Remington Ave. 909	....	H. Wimpy H. Wimpy Charles Lawton	Charles Lawton .... James W. Poole	.... UP
TOCCOA	WRLC	1450	250	R. G. Le Tourneau 1200 Prather Bridge Rd. Le Tourneau 1751	....	R. G. Le Tourneau Virgle E. Craig Harold H. Marler	Virgle E. Craig Harold H. Marler H. C. Lindahl	.... Lang-Worth PA
VALDOSTA	WGOV	1450	250	E. D. Rivers Valdosta 1420	....	E. D. Rivers E. D. Rivers W. R. Link	Louise Cagnon W. R. Link	Holman UP
WAYCROSS	WAYX	1230	250	Jack Williams 620 Plant Ave. 965	....	Jack Williams John J. Tobola Jack Harder	John Humble Jack Harder John J. Tobola	Holman World UP
WEST POINT	WDAK	1340	250	Valley Broadcasting Co. General Tyler Hotel 173	MBS	L. J. Duncan J. G. Cobble J. H. Orr	Jack Harris Frances Ledbetter J. G. Cobble	.... Associated

IDAHO

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
BOISE	KIDO	1380	2,500–LS 1,000–N	Boise Broadcasting Station Boise 660	NBC	G. Phillips G. Phillips Boyd Braithwaite	Billy Phillips Phil Allen Harold Toedtemeier	Blair Keating World UP
IDAHO FALLS	KID	1350	5,000–LS 500–N	KID Broadcasting Co. Inc. KID Bldg. 4	....	Jack W. Duckworth Jack W. Duckworth Jack W. Duckworth	M. A. Duckworth J. W. Duckworth Cecil B. Criddle	.... UP
LEWISTON	KRLC	1400	250	H. E. Studebaker Lewis-Clark Hotel Bldg. 1950	....	H. E. Studebaker Donald A. Wike Donald Thomas	....	Keating World Lang-Worth UP
NAMPA	KFXD	1230	250	Frank E. Hurt 1024 12th Ave. So. 1200	....	Frank E. Hurt Frank E. Hurt Doyle Cain	Floyd Bryant .... Eddie Hurt	Biddick Thesaurus Lang-Worth UP
POCATELLO	KSEI	930	1,000–LS 250–N	Radio Service Corp. Yellowstone Highway 960	NBC	O. P. Soule Henry H. Fletcher Henry H. Fletcher	Ruthe A. Fletcher Olive M. Leeney Henry H. Fletcher	Walker Griffith Standard UP
TWIN FALLS	KTFI	1270	1,000	Radio Broadcasting Corp. Radio Bldg. 2400	NBC	O. P. Soule F. M. Gardner Wayne Kenworthy	Charles S. Crabtree Charles S. Crabtree Franklyn Ver Cox	Walker Griffith Keating Thesaurus Standard UP
WALLACE	KWAL	1450	250	Silver Broadcasting Co. Wallace 330	MBS	R. G. Binyon	....	.... Standard UP

GEORGIA'S GROWING MARKETS!

MBS

WATL

ATLANTA

● For effective, *economical* coverage of the great metropolitan Atlanta market — with its 98,700 radio homes — 134,972 families, and 516,564 people—use WATL—Atlanta's popular *Mutual* station! . . . WATL's coverage is confined to *urban* listeners, and its programs tuned to *urban* tastes. You can do a *swell* selling job at *low* cost in Atlanta with WATL.

● The Hooper Fall 1942 Survey shows WRBL's coverage of Columbus to be—

81.2% TO 96.8%

Any hour of the day or night, *at least* four out of five Columbus listeners are tuned in on WRBL. If you want to *blanket* the rich Columbus market, use WRBL.

CBS

WRBL

COLUMBUS

CBS

WGPC

ALBANY

● Normally prosperous, and steadily expanding with the war effort—Albany is now unusually *sales productive* . . . Two flying fields; more than 200 housing units recently completed; 6000 new jobs. Retail sales in Albany area now approximate $20,000,000 a year. If you're planning a test—include WGPC. It gives complete coverage in a market that is paying *better than ever.*

Represented nationally by SPOT SALES

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.*
LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
(Data corrected to January 1, 1943)

ILLINOIS

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
AURORA	WMRO	1280	250-D	Martin R. O'Brien 34 S. River St. 4215	....	Martin R. O'Brien Martin R. O'Brien Vincent G. Cofey	Mary Louise Brown Janet Goss W. I. Greenslaugh	.... Standard PA
BLOOMINGTON	WJBC	1230	250	A.M. & D.C. McGregor & H.L. Gately 209 E. Washington St. 535	....	Partnership A. M. McGregor Mary E. Hoblit	Stanley Lantz Hugh L. Gately	Spot Sales World UP, TP
CAIRO	WKRO	1490	250	Oscar C. Hirsch Cairo 1490	....	Oscar C. Hirsch Merrill C. Currier Merrill C. Currier	.... Oscar C. Hirsch	.... UP
CARTHAGE	WCAZ	1080	250-D	Superior Bcstg. Service Inc. Marine Trust Co. Bldg. 520	....	Bob Compton John Palmer John Palmer	Antoinette Palmer	.... UP
CHAMPAIGN	WDWS	1400	250	Champaign News-Gazette Inc. 48 Main St. 6-1855	....	Helen M. Stevick Mrs. M. S. Dyess Frank R. Mills	.... Jack R. Baum	Sears & Ayer UP
CHICAGO	WAAF	950	1,000-D	Drover's Journal Publishing Co. Palmer House Randolph 1932	....	Ward A. Neff Bradley R. Eidmann Bradley R. Eidmann	Leland J. Gillette Elizabeth Love Carl W. Ulrich	Hollingbery Standard UP
	WAIT	820 L-LS, Dallas	5,000	WAIT Inc. 360 N. Michigan Ave. State 3077	....	Gene T. Dyer Joseph Rudolph Joseph Rudolph	Linn Burton .... Edward W. Jacker	Walker Associated PA, Reuters
	WBBM (Synchronizes at night with KFAB, Lincoln, Neb.)	780	50,000	Columbia Broadcasting System Inc. 410 N. Michigan Ave. Whitehall 6000	CBS	CBS-H. Leslie Atlass H. Leslie Atlass J. Kelly Smith	Walter Preston King Park Frank Falknor	Radio Sales Associated Lang-Worth PA, UP, INS
	WCFL	1000	10,000	Chicago Federation of Labor 666 Lake Shore Drive Superior 5300	....	John Fitzpatrick Maynard Marquardt Melvin B. Wolens	Ed Paul M. B. Wolens Maynard Marquardt	Katz Standard UP, TP
	WCRW	1240 SH-WEDC, WSBC	100	Clinton R. White 2756 Pine Grove Ave. Diversey 4440	....	Clinton R. White J. A. White J. A. White	....	....
	WEDC	1240 SH-WCRW, WSBC	250	Emil Denemark Inc. 3860 Ogden Ave. Crawford 4100	....	Emil Denemark Frank J. Kotnour Frank J. Kotnour	William P. Brady Jerry Saxon Chester Lewicki	.... UP
	WENR	890 ST-WLS	50,000	Blue Network Co. Inc. Merchandise Mart Delaware 1900	Blue	Blue-E. R. Borroff E. R. Borroff G. Berry	J. L. Stirton E. J. Huber E. C. Horstman	Blue Spot Standard PA, UP, INS
	WGES	1390	5,000	Oak Leaves Bcstg. Station, Inc. 2400 W. Madison St. Seeley 8066	....	Gene T. Dyer John A. Dyer Arnold B. Hartley	Arnold B. Hartley Arnold B. Hartley Edward Jacker	Forjoe PA
	WGN	720	50,000	WGN Inc. 441 N. Michigan Ave. Superior 0100	MBS	Col. Robert R. McCormick Frank P. Schreiber William A. McGuineas	Kenneth W. MacGregor Ben H. Berentson George Lang	WGN Raymer (Pacific Coast) Associated World PA, UP
	WIND (Gary, Ind.)	560	5,000	Johnson-Kennedy Radio Corp. 230 N. Michigan Ave., Chicago 504 Broadway, Gary Chicago: State 4176 Gary: 9191	....	Ralph L. Atlass Dee O. Coe John T. Carey	Robert Diller Fred Reed Victor Voss	Foreman Lang-Worth PA, TP, INS
	WJJD	1160 L-KSL	20,000	WJJD Inc. 230 N. Michigan Ave. State 5466	....	Ralph L. Atlass Ralph L. Atlass Art Harre	Al Hollender Fred Reed Walter Meyers	Pearson Biddick Lang-Worth PA, TP
	WJWC (Hammond, Ind.)	1520	5,000	Hammond-Calumet Bcstg. Corp. 165 N. Michigan Ave. Dearborn 8600	....	John W. Clarke William R. Cline Chester M. Miller	Frank M. Baker Amzie Strickland	Free & Peters Associated Standard PA, UP
	WLS	890 ST-WENR	50,000	Agricultural Broadcasting Co. 1230 W. Washington Blvd. Monroe 9700	Blue	Burridge D. Butler Glenn Snyder C. M. Freeman	.... Don E. Kelley T. L. Rowe	Blair PA, UP, TP
	WMAQ	670	50,000	National Broadcasting Co. Inc. 222 N. Bank Drive Superior 8300	NBC	NBC-Harry C. Kopf Harry C. Kopf Oliver Morton	Jules Herbuveaux Emmons C. Carlson H. C. Luttgens	NBC Spot Standard PA, UP, INS
	*WMBI	1110 L-WBT, KFAB	5,000	The Moody Bible Institute of Chi. 153 Institute Pl. Michigan 1570	....	Moody Bible Institute Henry C. Crowell	Wendell P. Loveless Russell T. Hitt A. P. Frye	.... Standard UP
	WSBC	1240 SH-WCRW, WEDC	250	Radio Station WSBC 2400 W. Madison St. Seeley 8066	....	Gene T. Dyer John A. Dyer M. V. Baker	Arnold B. Hartley Arnold B. Hartley William A. Shunk	Forjoe Associated PA
CICERO	WHFC	1450	250	WHFC Inc. 6138 W Cermak Rd. 4305	....	R. W. Hoffman Marie E. Clifford Marie E. Clifford	Marie E. Clifford .... George M. Ives Jr.	.... UP
DANVILLE	WDAN	1490	250	Northwestern Publishing Co. Hotel Wolford Main 1700	....	E. C. Hewes Francis A. Higgins Guy Kitchen	Cody Noble Carl Noble Theodore Magin	McKinney Standard UP
DECATUR	WSOY	1340	250	Commodore Broadcasting Inc. 357 N. Main St. 5371	....	Decatur Newspapers Inc. Edward Lindsay Charles F. Bruce	Easter Straker Edgar C. Deffenbaugh Milburn H. Stuckwish	Sears & Ayer Standard PA
E. ST. LOUIS	WTMV	1490	250	Mississippi Valley Bcstg. Co. Inc. Broadview Hotel Bridge 3424	....	Carlin S. French Carlin S. French E. W. Paro	Agnes Mites Jack Norwine Thomas R. McLean	Sears & Ayer INS

WGN
LEADS AGAIN IN 1942

In 1942 WGN carried more local and national spot business than any two other major Chicago stations combined.

This two-to-one ratio over the other 50,000-watt Chicago stations is true also in each of the three major classifications—food, drugs and tobacco.

WGN's clear leadership in the highly competitive Chicago market reflects the marked ability of WGN to produce sales for its advertisers.

A Clear Channel Station

50,000 Watts *720 Kilocycles*

WGN

MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE: 220 E. 42nd Street, New York, N. Y. PAUL H. RAYMER CO., Los Angeles, Cal., San Francisco, Cal.

the INDISPENSABLE Station in Chicago . . .

For Winning the War
For Winning the Market

America needs us, and so do you.

WGES is the decisive influence in the thinking and spending of three million Americans of foreign descent who live in the Chicago area.

For them, WGES is the clear and cogent voice of America at war. WGES foreign-language programs alone can speak to them directly, effectively, and en masse. That is why WGES is vitally important for Victory.

Surely there's substance here for the advertiser, too.

Without WGES foreign-language coverage, your advertising registers no-sale for three million Chicagoland consumers—*more than half the market.*

WGES foreign-language coverage alone can win over this basic mass of buyers promptly, permanently, and at small cost—either for immediate sales, or for a future bonanza when you've reconverted.

Slip this thought into your media file for sure success in Chicago: The *indispensable* station in Chicago is WGES.

WGES

Prestige and Power in the Foreign-Language Field

WESTERN AT MADISON ★ CHICAGO, ILLINOIS

5000 WATTS ★ FULL TIME

"OUT HERE IN CHICAGO"

Here are quick facts and figures that will help you get the Chicago picture clear:

- *There are no "foreign programs" on WGES. There are American programs in the languages three million Chicagoland listeners understand best. We call them "foreign-language programs" for the sake of a convenient name.*
- *Foreign white stock in the WGES primary area comprises 2,704,462 persons. In Chicago itself, 55.1% of the population are foreign white stock.*
- *WGES is the only full-time 5000-watt station in Chicago devoted to foreign-language broadcasting.*
- *Virtually all foreign-language national business in Chicago is on WGES.*
- *WGES carries more time in major languages—Polish, Italian, Lithuanian, Jewish, Swedish, and others—than all other stations in Illinois and surrounding states combined.*
- *WGES foreign-language war service programs are the nation's best.*
- *Indicative of the character of national and regional advertisers who use WGES in one or more languages are these:*

Procter and Gamble
Ward Baking Company
Maryland Pharmaceutical Company
Planters Edible Oil Company
Manischewitz Matzoh Company
Plough, Inc.
Atlas Brewing Company
Chicago Macaroni Company
Carolene Products Company
R. J. Reynolds Tobacco Company
Spiegel, Inc.
Linco Products Company
Peter Fahrney and Sons Company
Pinex Company
Roma Wine Company
Local Loan Company
Coca-Cola Bottling Company

To CHICAGO RADIO STATIONS that *Build* AUDIENCES

Credit—Where Credit is Due!

Intensive listening audiences don't "Just Happen". . . No, Sir, those audiences are built by consistent program improvements—not by one station or two stations—but by most stations. Naturally, Chicago is no exception. So, when "Most Chicago Listeners" are checked for "What Station Are You Listening To?" by far the greatest number of radio sets are tuned invariably between 670 and 890 on the dial. (WAIT's dial spot is 820.) We, at WAIT, believe in giving credit—where credit is due. Our hat is off to the fine programming our Neighbor-Stations do, too, in keeping the vast majority of Chicagoland radios tuned between 670 and 890 on the dial.

Clem McCarthy, exclusively in person on "Victory Spotlight," six days a week—2 P. M. to 6 P. M.

Here's Why the WAIT Sponsor List Constantly Grows More Impressive

Being in the right company on the dial is mighty important, but, you've got to have definite "Listener-Interest" Programming to get your share of the sets-tuned-in. . . . And Mister, WAIT really glows with top-notch features. . . . Clem McCarthy, practically every man and woman in the nation today recognizes Clem's dynamic voice sparkling out of their loud speakers. . . . Tom Moore, Chicago Women's "Best Friend". . . just take a look at some of WAIT's "dial-stoppers" on the left side of this page. And that isn't all. . . . Recent surveys (and Advertisers' success stories) prove the Chicago Retailer, too, prefers WAIT. . . . We'd like to show these surveys to you and explain (if you don't already know) how and why WAIT gives you Intensive Coverage. . . . At lower Independent Station rates, so . . .

Tom Moore, Scintillatin' Master of Humor, starring on audience show, "Howdy, Ladies" and "Victory Spotlight," daily.

If You're Looking For Results Don't Overlook WAIT

★ Results ★

Over 1,600 replies received on 10c Cleaning Fluid sample offer from 135 counties in nine states. (Time used—3 one-half minute spot announcements.)

★ Results ★

On a Brochure Offer, WAIT produced more replies than one of Chicago's "Super-powered" stations. (Identical amount of test-time used on both stations.)

★ Results ★

Yes, WAIT has constantly growing Sponsor-Result files that we'd be mighty glad (and proud) to show you.

820 Kilocycles
5,000 Watts

John Goldsworthy presents Reuter's "Direct From London" News, five times daily, exclusively on WAIT.

Ann Hunter, Chicago's Favorite Woman Commentator, "Views the News" Monday through Friday.

Mark Love, famous in Chicagoland musical circles, conducts "Symphony Hall." One hour daily.

PLUS Additional feature programs. Write or phone for full details.

820—THE BEST "SPOT" ON THE CHICAGO RADIO DIAL

670	720	780	820	890
WMAQ	WGN	WBBM	WAIT	WENR-WLS

WAIT—In the Heart of Chicago's "Intensive Listening Band"

WAIT

360 North Michigan Avenue
CHICAGO

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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(Data corrected to January 1, 1943)

ILLINOIS—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representativ Transc. Libr News Servi
GALESBURG	WGIL	1400	250	Galesburg Broadcasting Co. Hill Arcade Bldg. Main 4626	....	Sidney Nirdlinger Rollin B. Laughner Jr. Rollin B. Laughner Jr.	Natalie Harris .... Dale King	Sears & Ayer Standard UP
HARRISBURG	WEBQ	1240	250	Harrisburg Broadcasting Co. 100 E. Poplar St. 28	....	Dr. J. V. Capel Inglis M. Taylor Inglis M. Taylor	Virginia Crane Lindle Moore Joseph R. Tate	.... UP
HERRIN	WJPF	1340	250	Orville W. Lyerla Herrin 382	....	Orville W. Lyerla Charles R. Cook Charles R. Cook	Fred Reinhardt	Sears & Ayer Standard UP
JACKSONVILLE	WLDS	1180	250-D	Stephenson, Edge & Korsmeyer Fox-Illinois Theater Bldg. 1180	....	Partnership Edgar Parsons Pat O'Halloran	Edgar Parsons .... Gerald J. Cassens	.... Standard UP
JOLIET	WCLS	1340	250	WCLS Inc. 601 Walnut St. 4761	....	Walter Ashe Robert M. Holt Raymond Fay	Jack Swart Frank T. Davis Lester DeCosta	.... Associated UP
PEORIA	WMBD	1470	5,000-LS 1,000-N	Peoria Broadcasting Co. Alliance Life Bldg. 7133	CBS	Edgar L. Bill Edgar L. Bill Hugh Boice	Vernon Nolte Lee Adams T. A. Giles	Free & Peter World Standard Lang-Worth UP
QUINCY	WTAD	930	1,000	Illinois Broadcasting Corp. 510 Maine St. Main 6200	CBS	W. Emery Lancaster C. Arthur Fifer Walter J. Rothschild	Jack Sexton .... Francis Wentura	Katz Associated Lang-Worth PA, UP
ROCKFORD	WROK	1440	1,000-LS 500-N	Rockford Broadcasters Inc. News Tower Main 5632	MBS	Ruth Hanna Simms Walter M. Koessler John J. Dixon	Morey Owens Wm. R. Traum T. C. Cameron	Headley-Reed Standard UP
ROCK ISLAND	WHBF	1270	5,000	Rock Island Broadcasting Co. 1800 Third Ave. 918	MBS	John W. Potter Leslie C. Johnson Maurice J. Corken	J. Woodrow Magnuson Ted Arnold R. J. Sinnett	Wilson Standard Lang-Worth PA, UP
SPRINGFIELD	WCBS	1450	250	WCBS Inc. Radio Center 9855	Blue	L. G. Pefferle Jack Heintz Jack Heintz	.... Lyle Munson Harold L. Dewing	Sears & Ayer PA
	WTAX	1240	100	WTAX Inc. 117 S. Fifth St. 2-4441	....	Jay A. Johnson Jay A. Johnson Jay A. Johnson	Gladys McGrew Russell Harms	Foreman Associated UP
TUSCOLA	WDZ	1050	1,000-D	WDZ Broadcasting Co. Star Bldg. 98	....	Edgar L. Bill Walter Schafer Walter Schafer	Fran Booton Walter C. Schafer Gerald P. Foster	Wilson Lang-Worth UP
URBANA	*WILL	580	5,000-D	University of Illinois 362 Administration (W) 7-2400	....	Arthur Cutts Willard Joseph F. Wright	Frank E. Schooley .... A. James Ebel	.... PA

INDIANA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representati Transc. Libr News Servi
ANDERSON	WHBU	1240	250	Anderson Broadcasting Corp. Citizens Bank Bldg. 7791	....	L. M. Kennett R. E. Blossom L. M. Kennett John R. Atkinson	.... Loyal F. Podhaski	Holman Standard UP
ELKHART	WTRC	1340	250	Truth Publishing Co. Inc. Hotel Elkhart 948	....	C. D. Greenleaf R. R. Baker Paul Upson	Ethel Geiss .... Kenneth N. Singleton	.... World Standard PA
EVANSVILLE	WEOA	1400	250	Evansville On The Air Inc. 519 Vine St. 2-1171	CBS	Curtis Radiocasting Corp. Clarence Leich Clarence Leich	Pat Roper Clarence Leich Fay Gehres	Weed World UP
	WGBF	1280	5,000-LS 1,000-N	Evansville On The Air Inc. 519 Vine St. 2-1171	NBC MBS	Curtis Radiocasting Corp. Clarence Leich Clarence Leich	Pat Roper Clarence Leich Fay Gehres	Weed World UP
FORT WAYNE	WGL	1450	250	Westinghouse Radio Stations Inc. 925 S. Harrison St. Anthony 2136	NBC	Westinghouse E & M Co. John B. Conley Paul E. Mills	Eldon Campbell John J. O'Mara Alva E. Smith	NBC Spot World Standard UP
	WOWO	1190	10,000	Westinghouse Radio Stations Inc. 925 S. Harrison St. Anthony 2136	Blue	Westinghouse E & M Co. John B. Conley Paul E. Mills	Eldon Campbell John J. O'Mara Alva E. Smith	NBC Spot World UP
GARY	WIND	560	5,000	**(See Chicago, Ill.)**				
HAMMOND	WJOB	1230	100	Adair, Richardson & Adair 449 State St. 9800	....	O. E. Richardson Fred L. Adair O. E. Richardson Robert C. Adair	.... Stanley Davis Stanley Strausberg	Cox & Tan UP
	WJWC	1520	5,000	**(See Chicago, Ill.)**				
INDIANAPOLIS	WFBM	1260	5,000	WFBM Inc. 48 Monument Circle Lincoln 8506	CBS	H. M. Bitner Sr. Harry M. Bitner Jr. William F. Kiley Jr.	Frank O. Sharp .... Harold Holland	Katz Associated PA, INS
	WIBC	1070	5,000-LS 1,000-N	Indiana Broadcasting Co. 350 N. Meridian St. Lincoln 2305	MBS	H. G. Wall O. J. Kelchner J. J. Flanigan	Jon Arthur J. J. Flanigan Harry Adams	Raymer Thesaurus Lang-Worth UP
	WIRE	1430	5,000	Indianapolis Broadcasting Inc. Claypool Hotel Riley 1541	NBC	Eugene C. Pulliam Eugene C. Pulliam Rex Schepp	Bill Dean Bill Dean Eugene E. Alden	Pearson Griffith World Lang-Worth PA, UP
	WISH	1310	5,000-LS 1,000-N	Capitol Broadcasting Corp. Board of Trade Bldg. Market 6345	Blue	C. Bruce McConnell R. E. Bausman R. E. Bausman	R. H. Latting L. O. Hammer Stokes Gresham Jr.	Free & Pete Standard PA

INDIANA'S PROGRESSIVE RADIO STATION

WISH

Never Out-Promises

BUT

Always Out-Performs

RADIO STATION

WISH

To Reach the Indianapolis Market

That's why leading Local and National Spot advertisers prefer WISH for Results in the Indianapolis Market

REPRESENTED NATIONALLY BY
FREE & PETERS, Inc.
NEW YORK — CHICAGO — DETROIT
SAN FRANCISCO — LOS ANGELES
ATLANTA

CAPITOL BROADCASTING CORP., INDIANAPOLIS, IND.

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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(Data corrected to January 1, 1943)

INDIANA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
KOKOMO	WKMO	1400	250	Kokomo Broadcasting Corp. 400½ N. Main St. 5171	....	Dr. R. Spencer Taylor John Carl Jeffrey John Carl Jeffrey	Ward Charles Glenn .... George Palmer	Cox & Tanz UP
LAFAYETTE	WASK	1450	250	WFAM Inc. Wallace Bldg. 4300	....	O. E. Richardson J. G. Spring F. L. & R. C. Adair J. Gibbs Spring J. Gibbs Spring	J. Gibbs Spring .... Russell Lewis	.... PA
	*WBAA	920	5,000–LS 1,000–N	Purdue University Hall of Music 6076	....	Purdue University J. W. Ditamore	Gilbert D. Williams	.... Standard PA
MUNCIE	WLBC	1340	250	Donald A. Burton Muncie 4403	....	Donald A. Burton Donald A. Burton W. F. Craig	Carl Noble .... M. M. Crain	Forjoe Standard UP
RICHMOND	WKBV	1490	100	Knox Radio Corp. Box 308 4134	....	William O. Knox William O. Knox William O. Knox	William O. Knox .... William O. Knox	.... Thesaurus AP, INS
SOUTH BEND	WSBT	960	1,000	South Bend Tribune Colfax Ave. & LaFayette Blvd. 3-6161	CBS	F. A. Miller F. D. Schurz R. H. Swintz	R. L. Barker Neal B. Welch H. G. Cole	Raymer Thesaurus Standard UP
TERRE HAUTE	WBOW	1230	250	Banks of the Wabash Inc. 303 S. Sixth St. Crawford 3394	NBC	Alvin Eades George M. Jackson George M. Jackson	Leo Baxter M. K. Barry Donald Aldrich	Weed World UP
VINCENNES	WAOV	1450	250	Vincennes Newspapers Inc. Grand Hotel 787	....	Eugene C. Pulliam Howard N. Greenlee Richard B. Harris	Emmett Jackson Richard B. Harris Robert Henley	Pearson World Lang-Worth UP

IOWA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
AMES	*WOI	640	5,000–D	Iowa State College of A. & M. Service Bldg. 2500	....	C. E. Friley W. I. Griffith	W. I. Griffith Richard B. Hull L. L. Lewis	.... Standard PA
BOONE	*KFGQ	1260	250–D	Boone Biblical College 924 W. Second St. 1119-W	....	Boone Biblical College Lois Crawford	Lois Crawford .... Paul Huntsinger	....
BURLINGTON	KBUR	1490	250	Burlington Broadcasting Co. National Bank Bldg. 680	Blue	Dan T. Riley G. B. McDermott Gordon Downey	Mary Mangold G. B. McDermott Kirby Smith	Rambeau Standard UP
CEDAR RAPIDS	WMT	600	5,000	Iowa Broadcasting Co. Paramount Bldg., Cedar Rapids Russell Lamson Hotel, Waterloo Cedar Rapids 6127 Waterloo 3618	CBS MBS	Gardner Cowles Jr. Sumner Quarton W. B. Quarton Don Inman	Douglas B. Grant Leo F. Cole Charles F. Quentin	Katz World Lang-Worth PA, UP
CLINTON	KROS	1340	250	Clinton Broadcasting Corp. Jacobsen Bldg. 448	....	W. S. Jacobsen Morgan Sexton Morgan Sexton	.... Gilbert Andrew	Spot Sales Standard UP
DAVENPORT	WOC	1420	5,000	Tri-City Broadcasting Co. 1000 Brady St. 2-3521	Blue Cornbelt	Col. B. J. Palmer Buryl Lottridge L. O. Fitzgibbons	Mark Russell .... Ray E. Stauffer	Free & Peters Thesaurus UP
DECORAH	*KWLC	1240	250–D	Luther College Leiv Eiriksson Drive 690	....	O. J. H. Preus Kenneth Berger	Kenneth Berger .... O. M. Eitteim	....
DES MOINES	KRNT	1350	5,000	Iowa Broadcasting Co. 715 Locust St. 3-2111	CBS	Gardner Cowles Jr. Craig Lawrence Robert Dillon	Edmund Linehan John Drake Paul Huntsinger	Katz Standard Lang-Worth PA, UP
	KSO	1460	5,000	Iowa Broadcasting Co. 715 Locust St. 3-2111	Blue MBS	Gardner Cowles Jr. Craig Lawrence Robert Dillon	Edmund Linehan John Drake Paul Huntsinger	Katz Standard Lang-Worth PA, UP
	WHO	1040	50,000	Central Broadcasting Co. 914 Walnut St. 3-7147	NBC Cornbelt	B. J. Palmer J. O. Maland E. H. Bondurant	Harold Fair Harold Fulton P. A. Loyet	Free & Peters Thesaurus Lang-Worth UP, INS
DUBUQUE	KDTH	1370	1,000	Dubuque Telegraph-Herald 8th & Bluff Sts. 1603	MBS	F. W. Woodward K. S. Gordon W. J. Binkley	Paul Skinner .... Stanley Beck	Pearson Standard PA
	WKBB	1490	250	Sanders Bros. Radio Station Hotel Julien 572	Blue	Walter E. Klauer James D. Carpenter James D. Carpenter	Gleason Kistler James D. Carpenter Leonard T. Carlson	Spot Sales Associated INS
FORT DODGE	KVFD	1400	250	Northwest Broadcasting Co. Warden Bldg. Walnut 3761	MBS No. Central	Edward Breen Allen R. Loomis Edward Breen Edward Breen	L. A. Gifford .... David G. Sinclair	Burn-Smith UP
IOWA CITY	*WSUI	910	5,000	State University of Iowa Iowa City 2111	....	State University of Iowa Carl H. Menzer	Pearl Bennett Broxam .... S. J. Ebert	.... PA
MARSHALLTOWN	KFJB	1230	250	Marshall Electric Co. 1603 W. Main St. 3361	....	E. N. Peak E. N. Peak E. W. Thompson	O. L. Russell .... Alfred Urbashich	.... UP
MASON CITY	KGLO	1300	5,000	Mason City Globe Gazette Co. 200 N. Federal Ave. 2800	CBS	Lee P. Loomis F. C. Eighmey Herbert Ohrt	Merritt Milligan Ray Jewett Leo Born	Weed Standard Thesaurus Lang-Worth PA, UP

WHO ALONE GIVES YOU IOWA PLUS!

PLUS WHAT ?

PLUS LARGEST COVERAGE! Largest daytime primary coverage area and also the largest nighttime primary coverage area of any radio station in Iowa, based upon field strength surveys using FCC engineering standards. Only 1A Clear Channel station in State—50,000 watts.

PLUS BEST PROGRAM SERVICE! Only NBC program service station in Iowa. Has all the big shows and features. Also excellent local programs with many live talent shows that compete successfully against network programs for Iowa listeners. Unsurpassed in news-broadcasting leadership—in quality of service and audience.

PLUS GREATEST POPULARITY! "Listened to most" by 55.7% of all Iowa radio families (daytime), as against 18.2% for all other Iowa commercial stations—by 60.4% after 6 p.m., as against 10.9% for all other Iowa commercial stations, according to 1942 Iowa Radio Audience Survey. (1941 Survey indicates that "listened to most" station has six hours of listener's attention to every one hour for No. 2 stations in this State. However, this does not apply to large metropolitan centers.)

PLUS GREATEST SECONDARY COVERAGE! During winter months 60% of WHO's mail comes from Iowa, the balance from 35 to 45 States. Summer mail comes from 30 to 37 States.

PLUS LARGEST STAFF! Total 114 capable men and women are eager to deliver your program and sales message in a proper and acceptable manner into more Iowa homes than can be secured through any other radio station or combination of stations in the State. Every department head has many years of experience in "large station" operation. Engineering and research staff is considered to be one of the best in the U.S.A. by men who know.

PLUS RESULTS! WHO takes in more money for time and talent than all other stations in Iowa *combined*. This automatically must mean that WHO gives better results to advertisers. *Let us prove it!* Write today—either to us or to Free & Peters.

WHO

+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS
B. J. PALMER, PRESIDENT
J. O. MALAND, MANAGER
FREE & PETERS, INC. . . . National Representatives

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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IOWA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representati Transc. Libr News Servi
OTTUMWA	KBIZ	1240	250	J. D. Falvey 117 E. Main St. 5600	....	J. D. Falvey J. D. Falvey Em Owen	Harry Colman Em Owen August P. Wendt	.... Standard UP
SHENANDOAH	KFNF	920 ST-KUSD	1,000-LS 500-N	KFNF Inc. 407 Sycamore 1	....	Henry Field T. F. Stubbs T. F. Stubbs	Jonny Dickson .... Earl Blakesley	Wilson Standard INS
	KMA	960	5,000	May Broadcasting Co. Lowell & Elm Sts. 192	Blue MBS Cornbelt	Earl E. May J. C. Rapp J. C. Rapp	Mott Johnson Owen Saddler Ray Schroeder	Free & Peter Lang-Worth UP
SIOUX CITY	KSCJ	1360	5,000	Perkins Bros. Co. 415 Douglas St. 5-7993	Blue	W. H. Sammons Eugene T. Flaherty Eugene T. Flaherty	Larry Coke .... Alvin H. Smith	Hollingbery PA
	KTRI	1450	250	Sioux City Broadcasting Co. Commerce Bldg. 8-0165	MBS	The Tribune Co. Dietrich Dirks Dietrich Dirks Ray Jensen	Al Triggs Bud LaGrave	Burn-Smith Associated UP
SPENCER	KICD	1240	100	Iowa Great Lakes Bcstg. Co. Spencer 45	....	L. W. Andrews L. W. Andrews L. W. Nolan	L. W. Andrews L. W. Nolan Hewitt D. Grotewohl	Holman Lang-Worth PA
WATERLOO	KXEL	1540	50,000	Josh Higgins Broadcasting Co. Insurance Bldg. 3371	Blue	Joe DuMond Joe DuMond A. J. DuMond	L. D. Barnhart .... Don Kassner	Blair Standard PA
	WMT	600	5,000	**(See Cedar Rapids, Ia.)**				

KANSAS

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representati Transc. Libr News Servi
ATCHISON	KVAK	1450	100	Carl Latenser 622½ Commercial St. 1420	....	J. L. Tennant Paul E. Roscoe Paul E. Roscoe	Frank Wiziarde Dottie Taylor Charles Lucy	Sears & Ayer UP
COFFEYVILLE	KGGF	690	1,000-LS 500-N	Hugh J. Powell Journal Bldg. 147	MBS Blue	Hugh J. Powell Melvin Drake R. G. Patterson	Dick Campbell E. D. Spoonamore J. S. Jaminet	Pearson Thesaurus PA
DODGE CITY	KGNO	1370	1,000-LS 250-N	Dodge City Broadcasting Co. Globe Bldg. 1340	....	J. C. Denious N. C. Petersen Betty Denious	Herschel Holland Betty Denious Ralph Hickman	.... Standard PA
EMPORIA	KTSW	1400	250	Emporia Broadcasting Co. Inc. Hotel Broadview 153	MBS Kansas	S. B. Warren J. Nelson Rupard Larry Simms	Miriam Porter Burton Harrison Harold Davis	Sears & Ayer UP
GARDEN CITY	KIUL	1240	100	Garden City Broadcasting Co. 404 N. Main St. 666	....	F. D. Conard Al Pyatt Al Pyatt	Loyd Evans .... Henry McClintock	.... UP
GREAT BEND	KVGB	1400	250	Helen Townsley Great Bend 1080	MBS Kansas	Helen Townsley Clem Morgan Clem Morgan	Ray Beals .... Leo Legleiter	.... Lang-Worth UP
HUTCHINSON	KWBW	1450	250	Nation's Center Broadcasting Co. 101 East Ave. A 5202	NBC	William Wyse Stanley Marsh William Wyse Vernon Minor	Herbert Clark Vernon Minor Millard Clary	Radio Adv. Standard Lang-Worth UP
KANSAS CITY	KCKN	1340	250	KCKN Broadcasting Co. 901 N. 8th St. Drexel 4300	....	Capper Publications Ellis Atteberry Ellis Atteberry	Al Christy Manly Banister C. E. Salzer Jr.	Capper Standard UP
LAWRENCE	*KFKU	1250 ST-WREN	5,000-LS 1,000-N	University of Kansas Lawrence KU 190	....	University of Kansas Harold G. Ingham	Mildred I. Seaman .... R. P. Stringham	....
	WREN	1250 ST-KFKU	5,000-LS 1,000-N	WREN Broadcasting Co. Inc. WREN Bldg. 110	Blue	R. C. Jackman Verl Bratton Verl Bratton	Will Yearout .... Carl Bliesner	Hollingbery Thesaurus UP
MANHATTAN	*KSAC	580 ST-WIBW	1,000-LS 500-N	Kansas State College Manhattan 2236	....	F. D Farrell U. Umberger	L. L. Longsdorf .... R. C. Dennison	....
PITTSBURG	KOAM	810	1,000-D	Pittsburg Broadcasting Co. Inc. Pittsburg 2165	NBC	E. V. Baxter R. E. Wade M. E. Stewart	R. E. Wade .... W. L. Brown	Walker World INS
SALINA	KSAL	1150	1,000	KSAL Inc. Journal Bldg. 100	MBS Kansas	R. J. Laubengayer Owen H. Balch Owen H. Balch	R. C. Atherton .... N. E. Vance Jr.	Pearson Thesaurus PA
TOPEKA	WIBW	580 ST-KSAC	5,000	Topeka Broadcasting Assn. Inc. 1035 Topeka Blvd. 3-2377	CBS	Capper Publications Ben Ludy Ben Ludy	Maude Shreffler .... Karl Troeglen	Capper Biddick Standard PA, UP
WICHITA	KANS	1240	250	KANS Broadcasting Co. Hotel Lassen 4-2387	NBC	Herb Hollister Jack Todd Jack Todd	Grenville Darling Jack Todd Herb Hollister	Headley-Reed Thesaurus Standard UP
	KFBI	1070	5,000-LS 1,000-N	Farmers and Bankers Bcstg. Corp. First & Market Sts. 2-1447	MBS Blue Kansas	H. K. Lindsley Ray Linton Ray Linton	Ted Johnson Ralph Varnum K. W. Pyle	Wilson Standard INS, TP
	KFH	1330	5,000	Radio Station KFH Co. York Rite Bldg. 2-4491	CBS	John Rigby M. M. Murdock Plez S. Clark	Vernon E. Reed Clark A. Luther Amos C. Dadisman	Petry Lang-Worth PA

KFBI 1070 KILOCYCLES

☆ The Influential Wichita Station

Influential because KFBI was the first station in the state, is Kansas' only 24-hour voice, and reaches farther from Wichita with the most favorable wave length. Influential too, because of programming custom-tailored to sectional likes—combining Blue and Mutual selections with more news, more sports, more live talent, more hill-billy. Four experienced merchandising representatives complete the KFBI cycle of influence.

Select the influential station of this market long recognized for a well-balanced, stable economy, based on oil, agriculture and industry. *Now with spectacularly accelerated buying power!*

RAY LINTON
GENERAL MANAGER

RALPH VARNUM
ASSISTANT MANAGER and
MERCHANDISING DIRECTOR

TED JOHNSON
PROGRAM DIRECTOR

**REPRESENTED NATIONALLY BY
HOWARD H. WILSON CO.**

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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KENTUCKY

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
ASHLAND	WCMI	1340	250	Ashland Broadcasting Co. Radio Block Main 3010	MBS Southern	Gilmore N. Nunn Warren G. Davis Alfred E. Tyler	Patricia Murphy Warren G. Davis Clarence Weaver	Perry Standard UP
BOWLING GREEN	WLBJ	1340	250	Bowling Green Broadcasting Co. Fairview & Lehman Ave. 1340	MBS	L. B. Jenkins Ken D. Given Jake Causey	Ken D. Given Jake Causey Paul Wolf	.... Thesaurus Standard UP
HARLAN	WHLN	1450	250	Blanfox Radio Co. South Main St. 625	....	Richard B. Helms Richard B. Helms Edward Whikehart	Vernon Nunn J. Francke Fox Max Cockley	.... Standard Lang-Worth World UP
HENDERSON	WSON	860	250-D	Paducah Broadcasting Co. Inc. Zion Road 3923	....	Pierce E. Lackey Hecht S. Lackey Hecht S. Lackey	Freda Lemon .... Edwin Robb	Sears & Ayer Thesaurus Associated UP
HOPKINSVILLE	WHOP	1230	250	Paducah Broadcasting Co. Inc. Cadiz Pike 1025	....	Pierce E. Lackey F. Ernest Lackey F. Ernest Lackey	Bonnie Bessire F. Ernest Lackey Lynton R. Lemond	Sears & Ayer Associated World UP
LEXINGTON	WLAP	1450	250	American Broadcasting Corp. Radio Bldg. 1721	MBS Southern	Gilmore N. Nunn Ted Grizzard Ed Willis	Phil Sutterfield Lowry Kohler Sanford Helt	Perry Standard UP
LOUISVILLE	WAVE	970	5,000	WAVE Inc. 334 E. Broadway Wabash 6543	NBC	George W. Norton Jr. Nathan Lord James F. Cox	George C. Patterson .... Wilbur E. Hudson	Free & Peters Thesaurus Lang-Worth INS
	WHAS	840	50,000	Courier-Journal & Louisville Times 300 W. Liberty St. Wabash 2211	CBS	Mark Ethridge W. Lee Coulson Joseph S. Eaton	Robert L. Kennett .... Orrin W. Towner	Petry Associated Standard PA, UP
	WINN	1240	250	Kentucky Broadcasting Corp. Inc. Tyler Hotel Wabash 4126	Blue	D. E. Kendrick Lloyd L. Jaquier L. L. Jaquier	M. K. McCarten L. L. Jaquier Wayne J. Hatchett	Spot Sales PA
	WGRC (New Albany, Ind.)	1400	250	Northside Broadcasting Corp. Kentucky Home Life Corp. Wabash 3343	MBS Southern	Lt. S. A. Cisler Jr. Lt. S. A. Cisler Jr. Howard J. Perry	David Wilburn Harry Hunter Perry W. Esten	Burn-Smith Biddick Standard Lang-Worth PA, TP
OWENSBORO	WOMI	1490	250	Owensboro Broadcasting Co. Byars Ave. at Livermore Rd. 420	....	Lawrence W. Hager Hugh O. Potter Malcolm Greep	Mrs. Cliffordean Potter Hugh O. Potter Leslie R. Goodaker	.... Standard PA
PADUCAH	WPAD	1450	250	Paducah Broadcasting Co. Inc. Taylor Bldg. 4100	....	Pierce E. Lackey Pierce E. Lackey W. Prewitt Lackey	Gene Peak Jack Bendt James Grant	Sears & Ayer Associated World PA, UP

LOUISIANA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
ALEXANDRIA	KALB	1240	250	Alexandria Broadcasting Co. Inc. 5th & Johnson Sts. 3335	Blue	Walter H. Allen W. J. Dickerson Edgar Cappellini	Byron H. Dowty Joe D. Smith Jesse Sexton	.... Standard Lang-Worth INS
BATON ROUGE	WJBO	1150	5,000	Baton Rouge Bcstg. Co. Inc. 444 Florida St. 5271	Blue	Charles P. Manship Sr. J. Roy Dabadie J. Roy Dabadie	Ralph H. Sims T. E. Gibbens Wilbur T. Golson	Hollingbery World UP
LAFAYETTE	KVOL	1340	250	Evangeline Broadcasting Co. Inc. 300 Jefferson St. 336	....	Morgan Murphy George H. Thomas R. A. Escudier	Allison Theriot L. Turner B. H. Bailey Jr.	.... Standard UP
LAKE CHARLES	KPLC	1490	250	Calcasieu Broadcasting Co. Majestic Hotel 2713	....	T. B. Lanford David Wilson David Wilson	Margaret Campbell David Wilson Earl C. Moses	.... Standard UP
MONROE	KMLB	1230	250	Liner's Bcstg. Station Inc. Hotel Frances 4321	Blue	J. C. Liner Jr. J. C. Liner Jr. J. C. Liner Jr.	Melba Henry Liner J. C. Liner Jr. O. L. Morgan	.... Standard UP
NEW ORLEANS	WDSU	1280	1,000	WDSU Inc. Hotel Monteleone Raymond 7135	Blue	J. H. Uhalt P. K. Ewing P. K. Ewing	Stanley Holiday R. R. Hargis Charles Whitney	Weed INS
	WJBW	1230	250	Charles C. Carlson Audubon Bldg. Raymond 5060	....	Charles C. Carlson Charles C. Carlson Mrs. L. C. Carlson	Elsie Carlson .... Charles C. Carlson	....
	WNOE	1450	250	WNOE Inc. St. Charles Hotel Raymond 0423	MBS	James A. Noe James E. Gordon James E. Gordon	Beverly Brown James E. Gordon Ellis Trepagnier	McGillvra Standard PA
	WSMB	1350	5,000	WSMB Inc. 901 Canal St. Magnolia 5921	NBC So. Central	E. V. Richards Harold Wheelahan Harold Wheelahan	....	Petry Thesaurus PA
	WWL	870	50,000	Loyola University Roosevelt Hotel Raymond 2194	CBS	Rev. P. A. Roy, S. J. W. H. Summerville Larry Baird	Edward Hoerner A. M. Robert J. D. Bloom Jr.	Katz Standard UP
SHREVEPORT	KRMD	1340	250	Radio Station KRMD Inc. Box 1712 6171	Blue	R. M. Dean Glenn V. Wilson Glenn V. Wilson	David Crockett Elizabeth Alford W. J. Wilkinson Jr.	.... INS
	KTBS	1480	1,000	Tri-State Broadcasting System Inc. Commercial Bldg. 2-8711	NBC So. Central	John D. Ewing John C. McCormack J. A. Oswald	B. G. Robertson B. G. Robertson C. H. Maddox	Branham Lang-Worth PA, UP
	KWKH	1130	50,000	International Broadcasting Corp. Commercial Bldg. 2-8711	CBS So. Central	John D. Ewing John C. McCormack J. A. Oswald	Fred Ohl B. G. Robertson W. E. Antony	Branham World PA, UP

DON'T PUT NO RING AROUND HALO (Ky.)!

Chuckle if you wish, but there *is* a Halo (Ky.)! It's down in Floyd County, and it's typical of the dozens of similar little Kentucky hamlets which, all rolled into one, wouldn't have the sales-volume of one good super-market in Louisville!

WAVE doesn't cover Halo. WAVE covers the Louisville Trading Area. (Our signal reaches out farther than that, but you'd never know it, from our rates!) Giving you the Louisville Trading Area, WAVE gives you 1,336,100 people who do 17.1% more retail buying than all the rest of Kentucky combined—have 35.5% more "effective buying income"—include 25% more income-tax payers—own more autos, telephones, radios, and everything else. . . .

And these figures don't half tell the story, because just in the past year Louisville has become one of America's *booming* defense cities!

Yes, WAVE is the *only* NBC station within 100 miles. If you want to put a ring around *any part* of Kentucky, the Louisville Area is your one best bet. Write today for availabilities!

LOUISVILLE'S WAVE

5000 Watts

970 K. C. N. B. C.

FREE & PETERS, INC.

NATIONAL REPRESENTATIVES

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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MAINE

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representati Transc. Libr News Servi
AUGUSTA	WRDO	1400	100	WRDO Inc. 175 Water St. 2285	NBC MBS Yankee New England	Adeline B. Rines Jack S. Atwood Walter Weightman	Donald K. Powers Frederick Cole Harold Dinsmore	Weed Bannan Associated UP
BANGOR	WABI	910	250 CP-5,000	Community Bcstg. Service Inc. 57 State St. 6446	CBS	F. B. Simpson W. L. Dickson	....	Walker Foster Associated
	WLBZ	620	1,000-LS 500-N CP-5,000-U	Maine Broadcasting Co. Inc. 100 Main St. 6023	NBC MBS Yankee New England	Thompson L. Guernsey Thompson L. Guernsey Thompson L. Guernsey	Thompson L. Guernsey Thompson L. Guernsey Thompson L. Guernsey	Weed Bannan Thesaurus UP
LEWISTON	WCOU	1240	250	Twin City Broadcasting Co. Inc. 223 Lisbon St. 3140	MBS Yankee	J. B. Couture John C. Libby John C. Libby	Varner Paulsen Varner Paulsen John T. Duty	Forjoe Standard UP
PORTLAND	WCSH	970	5,000	Congress Square Hotel Co. 157 High St. 3-9667	NBC Yankee New England	Adeline B. Rines William H. Rines Caleb Paine	Nancy King Frederick W. Cole G. Fred Crandon	Weed Bannan Thesaurus UP
	WGAN	560	5,000	Portland Broadcasting System Inc. 645a Congress St. 2-7489	CBS	Guy P. Gannett Creighton E. Gatchell Arthur K. Atherton	Richard E. Bates Creighton E. Gatchell Roger W. Hodgkins	Raymer Foster Standard UP
PRESQUE ISLE	WAGM	1450-SH	100	Aroostook Broadcasting Corp. Northern National Bank Bldg. 8821	....	H. J. McGuire H. B. Dillen H. B. Dillen	Q. K. Crandall .... L. E. Hughes	.... TP

MARYLAND

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representati Transc. Libr News Servi
BALTIMORE	WBAL	1090	50,000	Hearst Radio Inc. Lexington Bldg. Lexington 4900	NBC	Hearst-Harold C. Burke Harold C. Burke Leslie H. Peard Jr.	E. D. Harvey .... Gerald W. Cooke	Petry Standard UP, INS
	WCAO	600	5,000	Monumental Radio Co. 811 W. Lanvale St. Madison 7220	CBS	Lewis M. Milbourne L. Waters Milbourne L. Waters Milbourne	Gordon A. Scheihing L. Waters Milbourne Martin L. Jones	Raymer Lang-Worth INS
	WCBM	1400	250	Baltimore Broadcasting Corp. North Ave. at Harford University 8400	Blue	John Elmer George H. Roeder John Elmer	.... E. Frank Thomas G. Porter Houston	Spot Sales Lang-Worth INS
	WFBR	1300	5,000	Baltimore Radio Show Inc. 10 E. North Ave. Mulberry 1300	MBS Atlantic Coast Maryland	Robert S. Maslin Sr. Hope H. Barroll Jr. Andrew H. Hilgartner	Bert Hanauer Robert S. Maslin Jr. William Q. Ranft	Blair Associated PA, INS
	WITH	1230	250	Maryland Broadcasting Co. 7 E. Lexington St. Lexington 7808	....	Thomas G. Tinsley Thomas G. Tinsley George S. Shaffer	Raymond W. Baker .... James S. Duff	Headley-Reed Standard Lang-Worth PA
CUMBERLAND	WTBO	820 L-WBAP, WFAA	250	Associated Broadcasting Corp. 31 Frederick St. 298	....	Aurelia S. Becker Aurelia S. Becker G. P. Richards	Stewart W. Phililps G. P. Richards L. Edward Pamphilon	Spot Sales World PA, UP
FREDERICK	WFMD	930	500	Monocacy Broadcasting Co. Winchester Hall 1626	....	Laurence Leonard A. V. Tidmore G. G. White	James F. Crist Eve Chamberlain A. V. Tidmore	Burn-Smith World TP
HAGERSTOWN	WJEJ	1240	250	Hagerstown Broadcasting Co. Inc. Franklin Court 2323	MBS Atlantic Coast Maryland	Arthur I. Blessing Grover C. Crilley Clarence Meyers	Amos Harper .... George W. McIntire	Spot Sales TP
SALISBURY	WBOC	1230	250	Peninsula Broadcasting Co. Radio Park 2480	MBS Atlantic Coast Maryland	John W. Downing Charles J. Truitt Charles J. Truitt	.... Peter A Alfonsi	.... World UP

MASSACHUSETTS

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representati Transc. Libr News Servi
BOSTON	WBZ	1030	50,000	Westinghouse Radio Stations Inc. 275 Tremont St. Hancock 4261	NBC New England	Westinghouse Walter C. Evans C. S. Young Frank R. Bowes	W. Gordon Swan Harry D. Goodwin F. M. Sloan	NBC Spot Standard PA, UP
	WCOP	1150	500	Massachusetts Broadcasting Corp. Copley-Plaza Hotel Commonwealth 1717	Atlantic Coast	Arde Bulova H. A. Lafount A. N. Armstrong Jr. A. N. Armstrong Jr.	Russell Offhaus Frances Lescoe Roland C. Hale	Headley-Reed Standard INS
	WEEI	590	5,000	Columbia Broadcasting System Inc. 182 Tremont St. Hubbard 2323	CBS	CBS—Harold E. Fellows Harold E. Fellows Kingsley F. Horton	Lloyd G. del Castillo Guy H. Cunningham Walter J. Stiles	Radio Sales World Lang-Worth PA, UP
	WHDH	850	5,000	Matheson Radio Co. Inc. 62 Boylston St. Hancock 0900	Blue	A. E. Matheson John J. Matheson R. G. Matheson	A. J. Friend .... R. G. Matheson	Hollingbery Associated World UP
	WMEX	1510	5,000	Northern Corp. 70 Brookline Ave. Commonwealth 3900	....	Lt. John F. Reilly, USN William S. Pote William S. Pote	John Kiley .... A. J. Pote	McGillvra INS

COVERAGE

☆ Buyers of time in the vast Baltimore Market are assured of economical concentrated coverage when purchasing The Blue Network—WCBM Combination.

☆ WCBM effectively covers the entire Baltimore area at a cost which allows for additional time expenditures because of a lower rate.

☆ *Investigate all Baltimore Stations and then compare with what WCBM offers!*

National Representatives:

SPOT SALES, INC.

New York - Chicago
San Francisco

BLUE
WCBM
NETWORK

WCBM

John Elmer, *President*
Geo. H. Roeder, *Gen. Manager*

BALTIMORE'S BLUE NETWORK OUTLET

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

**— Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.*
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(Data corrected to January 1, 1943)

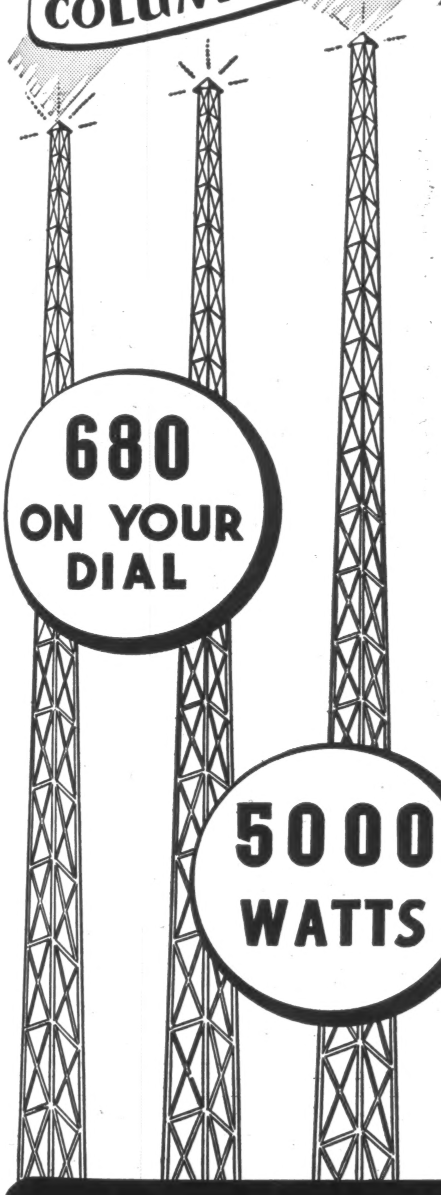
MASSACHUSETTS—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
BOSTON—*Continued*	WNAC	1260	5,000-LS 1,000-N CP-5,000-U	Yankee Network Inc. 21 Brookline Ave. Commonwealth 0800	MBS Yankee	William F. O'Neil John Shepard 3rd Linus Travers Linus Travers	George Steffy James Powers Phillip F. Robinson	Petry Associated Standard INS
	WORL	950	1,000-D	Broadcasting Service Organization 610 Beacon St. Commonwealth 5100	....	Arde Bulova H. A. Lafount George Lasker Ashley L. Robison	Robert N. Perry Bobby Sanford John Parker	.... UP
FALL RIVER........	WSAR	1480	1,000	Doughty & Welch Electric Co. Inc. 102 S. Main St. 7-9477	MBS Yankee Colonial	William T. Welch William T. Welch Leonard C. Cox	Josephine Y. Welch Miss Philly J. Mauretti John C. Pavao	Walker Foster Standard Lang-Worth INS
FITCHBURG........	WEIM	1340	250	Ruben E. Aronheim 717 Main St. 1600	MBS Yankee	Ruben E. Aronheim Milton H. Meyers W. Warren Tes Key	Ken Houseman .... Ted Kalin	.... Lang-Worth PA
GREENFIELD.......	WHAI	1240	250	John W. Haigis 354 Main St. 4301	MBS Yankee	John W. Haigis James L. Spates Horace W. Nichols	Warren M. Greenwood Horace W. Nichols James L. Spates	Burn-Smith Bannan Foster World
HOLYOKE..........	WHYN	1400	250	Hampden-Hampshire Corp. 180 High St. 8238	MBS Yankee	William G. Dwight Patrick J. Montague Patrick J. Montague	Thomas R. Humphrey Patrick J. Montague Thomas R. Humphrey	Bannan Associated UP
LAWRENCE.........	WLAW	680	5,000	Hildreth & Rogers Co. 278 Essex St. 4107	CBS	Irving E. Rogers Irving E. Rogers Irving E. Rogers	John D. Maloy .... George A. Hinckley	Katz Foster Thesaurus Standard UP
LOWELL............	WLLH	1400	250	Merrimac Broadcasting Co. Inc. Kearney Square 8715	MBS Yankee	A. S Moffat Robert F. Donahue Haskell Bloomberg	Thomas Clayton .... Ralph Newton	Petry Associated INS
MARBLEHEAD......	WESX	1230	250	North Shore Broadcasting Co. 126 Washington St., Salem Salem 5670	....	Charles W. Phelan Van D. Sheldon A. M. Morgan	Margaret K. Herlihy .... Richard I. Hammond	Rambeau Foster Associated World INS
NEW BEDFORD.....	WNBH	1340	250	E. Anthony & Sons Inc. 588 Pleasant St. 8-5229	MBS Yankee	Standard-Times & Mercury Hugh R. Norman Raymond D. Markey	Constance A. Reed Raymond D. Markey Irving Vermilya	Burn-Smith Foster Thesaurus
PITTSFIELD........	WBRK	1340	250	Monroe B. England 8 Bank Row 2-1553	MBS Yankee	Monroe B. England Monroe B. England John T. Parsons	Edwin Tacey Robert Burbank Leonard Lavendol	Burn-Smith Foster UP
SPRINGFIELD......	WBZA	1030	1,000	Westinghouse Radio Stations Inc. 140 Chestnut St. 8-8336	NBC	Westinghouse Walter C. Evans C. S. Young Frank R. Bowes	W. Gordon Swan Harry D. Goodwin Harold Randol	NBC Spot Standard PA, UP
	WMAS	1450	250	WMAS Inc. Hotel Charles 7-1414	CBS	A. S. Moffat A. W. Marlin A. W. Marlin	H. M. Feine .... Earle G. Hewinson	Petry Associated INS
	WSPR	1270	500	WSPR Inc. 63 Chestnut St. 6-2757	Blue	Quincy A. Brackett Quincy A. Brackett Milton W. Stoughton	W. H. Latham Milton W. Stoughton Lawrence Rielly	Hollingbery Bannan Lang-Worth INS
WEST YARMOUTH..	WOCB	1240	250	Cape Cod Broadcasting Co. South Sea Ave. Hyannis 1697	....	Harriett M. Alleman Harriett M. Alleman H. M. Alleman	H. M. Alleman .... L. D. Trefry	Bannan World TP
WORCESTER.......	WAAB	1440	5,000	Yankee Network Inc. State Mutual Bldg. 6-1411	MBS Yankee	William F. O'Neil John Shepard 3rd Mrs. Dorothy Robinson Mrs. Dorothy Robinson	Albert Hiorns James Powers (Boston) J. E. Grahn	Petry Associated Standard Lang-Worth INS
	WORC	1310	1,000	Alfred F. Kleindienst 65 Elm St. 5-3101	CBS Blue (April 5)	Alfred F. Kleindienst Mildred P. Stanton Mildred P. Stanton	....	Weed Thesaurus INS
	WTAG.....	580	5,000	Worcester Telegram Publ. Co. Inc. 18 Franklin St. 5-4321	NBC CBS (April 5)	George F. Booth Edward E. Hill Herbert L. Krueger	David H. Harris Philip R. Jasen Andy Browning	Raymer Associated World Lang-Worth PA

MICHIGAN

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
BATTLE CREEK.....	WELL	1400	250	Federated Publications Inc. Michigan National Bank Bldg. 5655	Blue Michigan	A. L. Miller D. E. Jayne F. F. Owen	Frank Jayne .... Earl J. Stone	Burn-Smith Associated PA
BAY CITY..........	WBCM	1440	1,000-LS 500-N	Bay Broadcasting Co. Inc. Wenonah Hotel 7551	Blue Michigan	Harley D. Peet H. A. Giesel H. A. Giesel	Frank E. Catto A. F. Huebner Ralph H. Carpenter	Hollingbery Thesaurus Associated UP
CALUMET..........	WHDF	1400	250	Upper Michigan Broadcasting Co. Community Bldg., Houghton 869	....	A. L. Burgan John W. Rice Albert W. Payne	Earl Norden J. W. Rice George L. Burgan	.... World PA

COLUMBIA'S VOICE IN NORTHERN NEW ENGLAND



WLAW Coverage Areas

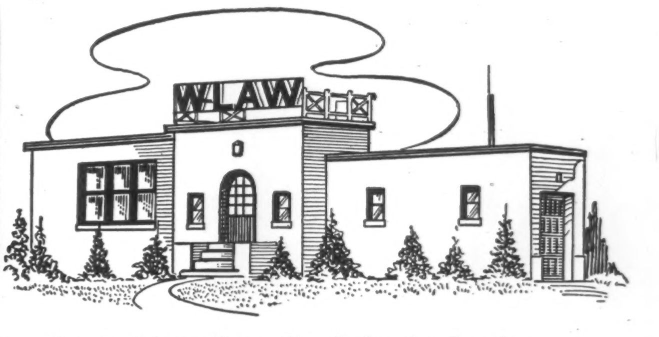
	Two Millivolt Area	Half Millivolt Area
Population, 1940 (U. S. Census)	2,834,430	4,033,282
Radio Homes, 1940 (Calculated by N.A.B.)	704,261	1,002,348

The 1940 census of manufactures shows that 75,000 workers in the principal cities in WLAW's PRIMARY AREA received over $70,000,000 in wages. Consider the part being played by the textile industry in America's war effort and you have some idea of the potentialities of this busy, bustling area. These people with money to spend, and the inclination to spend it, have created one of the outstanding markets east of the Mississippi.

Market analysts and time buyers know that this rich industrial and agricultural heart of New England can be covered effectively and thoroughly only by blanketing the entire region with the powerful signal of WLAW.

Owned and operated by Hildreth & Rogers Company
LAWRENCE, MASSACHUSETTS

WLAW



National Representatives: The Katz Agency, Inc.—New York, Chicago, Detroit, Atlanta, Kansas City, Dallas, San Francisco

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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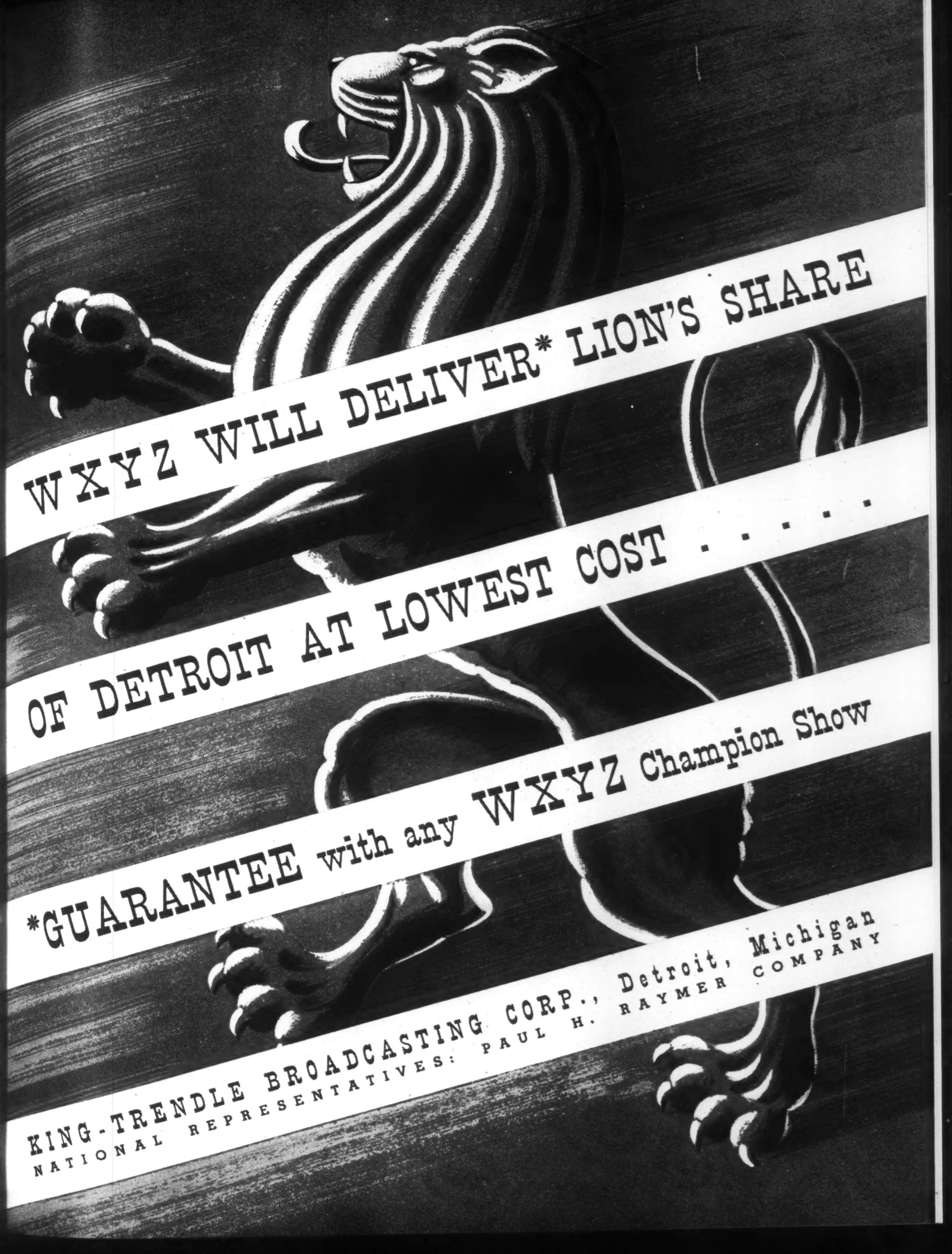
MICHIGAN—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representativ Transc. Librar News Servic
DETROIT..........	WJBK	1490	250	James F. Hopkins Inc. 6559 Hamilton Ave. Trinity 2-2000	.....	James F. Hopkins James F. Hopkins Arthur H. Croghan	Sybil Krieghoff N. W. Hopkins Edward Barkkarie	Forjoe Holman Associated World Standard PA, INS
	WJLB	1400	250	John L. Booth Bcstg. Inc. Eaton Tower Cadillac 7600	....	John L. Booth John L. Booth	.... Edward H. Clark	.... Thesaurus PA, TP
	WJR	760	50,000	WJR The Goodwill Station Fisher Bldg. Madison 4440	CBS	G. A. Richards Leo Fitzpatrick Owen F. Uridge	Geraldine Elliott .... M. R. Mitchell	Petry World Standard PA, INS
	WWJ	950	5,000	Evening News Assn. 630 Lafayette Blvd. W. Randolph 2000	NBC	Lt. W. E. Scripps Harry Bannister Harry W. Betteridge	Don F. DeGroot J. Albert Herbert F. Tank	Hollingbery Standard Lang-Worth UP
	WXYZ	1270	5,000	King-Trendle Broadcasting Corp. Stroh Bldg. Cherry 8321	Blue MBS Michigan	George W. Trendle H. Allen Campbell H. Allen Campbell	.... {Harold S. Christian {Lambert B. Beeuwkes Verne Alston	Raymer Associated Standard UP
	CKLW (Windsor, Ont.)	800	5,000	Western Ontario Bcstg. Co. Ltd. Union Guardian Bldg. Cadillac 7200	MBS CBC	Malcolm G. Campbell J. E. Campeau Richard E. Jones	John Gordon Richard E. Jones W. J. Carter	McGillvra Stovin & Wri World BUP
EAST LANSING.....	*WKAR	870	5,000-D	Michigan State College East Lansing 5-9113	....	Michigan State College Robert J. Coleman	Robert J. Coleman .... Norris E. Grover	.... Standard PA
ESCANABA	WDBC	1490	250	Delta Broadcasting Co. First & Ludington Sts. 787	....	Gordon H. Brozek Gordon H. Brozek Gordon H. Brozek	Eldon Wallace .... Martin Seils	.... Standard UP
FLINT..............	WFDF	910	1,000	Flint Broadcasting Co. Union Industrial Bldg. 2-7158	Blue Michigan	Frank D. Fallain Howard M. Loeb F. S. Loeb	Adrian R. Cooper J. R. McKinley Frank D. Fallain	Burn-Smith Lang-Worth INS
GRAND RAPIDS....	WLAV	1340	250	Leonard A. Versluis 6 Fountain St., N.E. 6-5461	MBS	Leonard A. Vesluis Hy M. Steed Hy M. Steed	Kay Mordo Roy C. Kelley Raymond Plank	McGillvra Standard INS
	WASH	1300	500	**(See WOOD)**				
	WOOD	1300	5,000	King-Trendle Broadcasting Corp. Grand Rapids National Bank Bldg. 9-4211	NBC Michigan	George W. Trendle Stanley W. Barnett Stanley W. Barnett	Sandy Meek Paul F. Eichhorn Fred W. Russell	Raymer Associated Lang-Worth UP
IRONWOOD........	WJMS	1450	250	Upper Mich.-Wis. Bcstg. Co. Inc. 124 E. McLeod Ave. 20	MBS No. Central	William L. Johnson N. C. Ruddell J. W. Huss	Ray Williams .... Arne Dahlback	....
JACKSON...........	WIBM	1450	250	WIBM Inc. Hayes Hotel 6121	Blue Michigan	Herman Radner Roy Radner Roy Radner	Bill Dunn William Cizek C. W. Wirtanen	Forjoe PA
KALAMAZOO.......	WKZO	590	5,000	WKZO Inc. Kalamazoo, Burdick Hotel Grand Rapids, Herpolsheimer Bldg. Kalamazoo, 3-1223 Grand Rapids 6-1222	CBS	John E. Fetzer John E. Fetzer John W. O'Harrow	Paul H. Aurandt John W. O'Harrow Carl E. Lee	Free & Peters Standard INS
LANSING...........	WJIM	1240	250	WJIM Inc. City National Bldg. 2-1333	Blue Michigan	Harold F. Gross Harold F. Gross Harold F. Gross	Robert Innes .... Melvin Wirth	.... Associated UP
LAPEER............	*WMPC	1230-SH	250	Liberty Street Gospel Church 803 Liberty St. 455-J	....	Frank S. Hemingway Frank S. Hemingway	Nora Eastman .... Hollis F. Hayes	....
MARQUETTE.......	WDMJ	1340	250	Lake Superior Broadcasting Co. 146 W. Washington 616	....	Frank J. Russell Jr. Gordon H. Brozek Gordon H. Brozek	.... Gordon H. Brozek	.... World TP
MUSKEGON........	WKBZ	1490	250	Ashbaeker Radio Corp. 424 Apple Ave. 26-051	....	Grant F. Ashbacker Grant F. Ashbacker William C. Wester	Garrison Poling Loran A. Haney LeRoy Kessler	Burn-Smith World UP
PONTIAC...........	WCAR	1130	1,000-D	Pontiac Broadcasting Co. Riker Bldg. 7141	....	{George M. Stutz {H. Y. Levinson H. Y. Levinson H. Y. Levinson	Howard Donahoe George M. Stutz Wayne N. Cook	Foreman Thesaurus Standard Lang-Worth INS
PORT HURON......	WHLS	1450	250	Port Huron Broadcasting Co. 932 Military St. 2-3151	....	Harmon LeRoy Stevens Harmon LeRoy Stevens Robert L. Mackin	Harmon L. Stevens V. O. Cram Leslie C. Conant	Holman Griffith Associated UP
ROYAL OAK........	WEXL	1340	250	Royal Oak Broadcasting Co. 212 W. Sixth St. 0815	....	George B. Hartrick Ellis C. Thompson Ellis C. Thompson	Kirk Knight .... Jerome Steadley	.... INS
SAGINAW..........	WSAM	1400	250	Saginaw Broadcasting Co. 2745 Bay St. 2-5109	NBC	Milton L. Greenebaum Milton L. Greenebaum Milton L. Greenebaum	Janice Widmoyer .... Simon Maruszan	.... Standard INS
SAULT STE. MARIE.	WSOO	1230	250-LS 100-N	Hiawathaland Broadcasting Co. 107 W. Portage Ave. 3000	....	Vernon W. Aikins Stanley R. Pratt Richard Y. Burnett	Stanley R. Pratt Richard Y. Burnett Eugene T. Kaari	McGillvra Standard PA
TRAVERSE CITY....	WTCM	1400	250	Midwestern Broadcasting Co. Anderson Bldg. 1150	....	Les Biederman Drew McClay Emerson Brown	Don Mullen Kip Frazer Drew McClay	Holman Standard PA



WXYZ WILL DELIVER* LION'S SHARE

OF DETROIT AT LOWEST COST . . . . .

*GUARANTEE with any WXYZ Champion Show

KING-TRENDLE BROADCASTING CORP., Detroit, Michigan

NATIONAL REPRESENTATIVES: PAUL H. RAYMER COMPANY

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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MINNESOTA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
ALBERT LEA	KATE	1450	250	Albert Lea-Austin Bcstg. Co. Inc. 332 S. Broadway 2338	MBS No. Central So. Minn.	E. L. Hayek	....	Foreman World UP
DULUTH	KDAL	610	1,000	Red River Broadcasting Co. Inc. Bradley Bldg. Melrose 2628	CBS	Dalton LeMasurier Dalton LeMasurier Odin S. Ramsland	Gilbert Fawcett Bea Lade Robert Dettman	Free & Peters Standard Lang-Worth TP
	WEBC	1320	5,000	Head of the Lakes Bcstg. Co. WEBC Bldg. Melrose 2873	NBC Northwest Arrowhead	Morgan Murphy Walter C. Bridges Thomas W. Gavin	Jerry Deane Herbert H. Sonnenburg William Lounsberry	Hollingbery Thesaurus PA, UP
FERGUS FALLS	KGDE	1230	250–LS 100–N	Charles L. Jaren Lincoln Ave., W. 898	MBS No. Central	Charles L. Jaren	....	....
HIBBING	WMFG	1240	250	Head of the Lakes Bcstg. Co. Androy Hotel 1150	NBC Arrowhead No. Central	Morgan Murphy Harry S. Hyett Harry S. Hyett	Ruth E. Coe .... William Lounsberry	.... UP
MANKATO	KYSM	1230	250	F. B. Clements & Co. 101 N. Second St. 4673	NBC Northwest So. Minn.	F. B. Clements John F. Meagher John F. Meagher	Bill Walker Bob Gardner Jim Houts	.... Thesaurus UP
MINNEAPOLIS-ST. PAUL	KSTP	1500	50,000	KSTP Inc. St. Paul Hotel, St. Paul St. Paul: Cedar 5511 Minneapolis: Bridgeport 3222	NBC Northwest	Stanley E. Hubbard Kenneth M. Hance Ray C. Jenkins	Corinne Jordan Sam Levitan Hector R. Skifter	Petry Thesaurus World Standard Lang-Worth UP
	WCCO	830	50,000	Columbia Broadcasting System, Inc. 625 Second Ave. S. Main 1202	CBS	CBS—A. E. Joscelyn A. E. Joscelyn A. B. Sheehan	A. B. Sheehan Sam Kaufman H. S. McCartney	Radio Sales Lang-Worth PA, UP
	WDGY	1130 L-Albuquerque	5,000–LS 500–N	George W. Young Nicollet Hotel Bridgeport 7777	....	George W. Young George W. Young Lee L. Whiting	.... J. H. Fischbein George K. Jacobsen	Rambeau Standard Lang-Worth PA
	*WLB	770 ST-WCAL	5,000–D	University of Minnesota Minneapolis Main 8177	....	University of Minnesota Burton Paulu	Betty Thomas Girling .... Burton Holmberg	.... UP
	WLOL	1330	1,000	Independent Merchants Bcstg. Co. 1728 Hennepin Ave. Atlantic 0406	MBS No. Central	Charles J. Winton Jr. H. E. Westmoreland H. E. Westmoreland	John Hirschboeck Lynn Meyer Ogden Prestholdt	Foreman Associated INS, UP
	WMIN	1400	250	WMIN Broadcasting Co. 1287 St. Anthony Ave. Nestor 6501	....	Edward Hoffman Edward Hoffman Edward Hoffman	Marilyn Powell Samuel N. Nemer Warren Fritze	.... Standard PA
	WTCN	1280	5,000–LS 1,000–N	Minnesota Broadcasting Corp. Wesley Temple Bldg. Main 6562	Blue	{Minneapolis Daily Times {St. Paul Dispatch-Pioneer Press Clarence T. Hagman F. Van Konynenburg	J. Robert DeHaven .... Myron Fleming	Free & Peters Associated Lang-Worth PA
MOORHEAD	KVOX	1340	250	KVOX Broadcasting Co. Comstock Hotel 3-1523	MBS No. Central	John Boler M. M. Marget M. M. Marget	Charles Niles Jr. .... Dick Noble	.... UP
NORTHFIELD	*WCAL	770 ST-WLB	5,000–D	St. Olaf College Northfield 770	....	Dr. L. W. Boe M C. Jensen	David Johnson .... O. W. Haldorsen	....
ROCHESTER	KROC	1340	250	Southern Minnesota Bcstg. Co. 100 First Avenue Bldg. 3924	NBC Northwest So. Minn.	Agnes P. Gentling Gerald H. Wing Lew Potter	Calvin A. Smith Walter Bruzek Fred C. Clarke	Radio Adv. Standard UP
ST. CLOUD	KFAM	1450	250	The Times Publishing Co. Weber Bldg. 3330	NBC Northwest	Fred Schilplin Fred Schilplin Martin F. Lindemann	Lucile Miller Lucile Miller Robert Witschen	.... UP
ST. PAUL				**(See Minneapolis-St. Paul)**				
VIRGINIA	WHLB	1400	250	Head of the Lakes Bcstg. Co. WHLB Bldg. 2000	NBC Arrowhead No. Central	W. C. Bridges Greg Rouleau Greg Rouleau	.... William Lounsberry	.... UP
WILLMAR	KWLM	1340	250	Lakeland Broadcasting Co. Willmar 910	MBS No. Central	H. W. Linder H. W. Linder H. W. Linder	Earl Henton Gil Frayseth Vern Baumgartner	.... UP
WINONA	KWNO	1230	250	Winona Radio Service 216 Center St. 3314	MBS No. Central	M. H. White L. L. McCurnin L. L. McCurnin	Phylis Lund .... Ray Johnson	Back Standard UP

MISSISSIPPI

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
COLUMBUS	WCBI	1400	250	Birney Imes Jr. Gilmer Hotel 1313	....	Birney Imes Jr. Robert L. McRaney James L. Eatherton	Buck Hinman Bob McRaney Maxell Williams	Sears & Ayer Standard PA
GREENVILLE	WJPR	1340	250	John R. Pepper 107 S. Poplar 1770	....	John R. Pepper Bert Ferguson Frank W. Baldwin	Bob Thompson .... Ray Dickson	.... Associated UP
GREENWOOD	WGRM	1240	250	P. K. Ewing 222 Howard St. 1717	Blue	P. K. Ewing F. C. Ewing F. C. Ewing	Herb Abramson Billy Hand Gordon Clark	....
GULFPORT	WGCM	1240	250	WGCM Inc. Hewes-Martin Bldg. 1111	....	Hugh O. & William E. Jones Hugh O. Jones Hugh O. Jones	Larry Holmes Dell Crosby Donovan Murphy	Sears & Ayer INS

WE'RE STRIKING UP the BRAND!
KSTPETE
Exclusive NBC Affiliate for the Twin Cities
KSTP MINNEAPOLIS ★ ST. PAUL
50,000 WATTS ★ CLEAR CHANNEL

NO magic wand is KSTPete's baton. Sales-wise, the "big stick" represents *good radio*. With our exclusive "Planalyzed Promotion" as a self-starter, good radio keeps the KSTP *Brand-Wagon* at the head of the sales parade here in the important Twin Cities Market.

Look over the KSTP *Brand-Wagon's* list of local, national spot and network passengers, remembering that only one thing keeps these advertisers aboard — *results!* Then climb on yourself for a real sales joy-ride.

Represented Nationally by Edward Petry & Co.

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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MISSISSIPPI—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
HATTIESBURG	WFOR	1400	250	Forrest Broadcasting Co. Inc. 302 Hemphill St. 1866	NBC	C. J. Wright C. J. Wright H. L. Patterson	J. T. Orr C. J. Wright	Sears & Ayer UP
JACKSON	WJDX	1300	5,000-LS 1,000-N	Lamar Life Insurance Co. Box 2171 2-1183	NBC So. Central	Lamar Life Insurance Co. Wiley P. Harris C. A. Lacy	Maurice Thompson Frank Gentry Percy G. Root	Hollingbery Thesaurus UP
	WSLI	1450	250	Standard Life Broadcasting Co. Robert E. Lee Hotel 3-2788	Blue	George W. Covington L. M. Sepaugh F. E. Wilkerson Jr.	Ward Coleman Maurice B. Wray C. A. Perkins	Sears & Ayer Standard INS
LAUREL	WAML	1340	250	New Laurel Radio Station Inc. 535½ Central Ave. 288	NBC	D. A. Matison Hugh M. Smith Hugh M. Smith	Frank Holifield .... Bruce Dennis	Sears & Ayer World Standard UP
McCOMB	WSKB	1230	250	McComb Broadcasting Corp. Box 111 37	....	Robert Louis Sanders George Blumenstock George Blumenstock George Blumenstock	Julia D. Blumenstock B. L. Mathis Robert Louis Sanders	.... World UP
MERIDIAN	WCOC	910	1,000	Mississippi Broadcasting Co. Inc. Threefoot Bldg. 1042	CBS	D. W. Gavin D. W. Gavin D. W. Gavin	Mrs. D. W. Gavin D. W. Gavin D. W. Gavin	.... UP
NATCHEZ	WMIS	1490	250	Natchez Broadcasting Co. City Bank & Trust Co. Bldg. 1515	....	P. K. Ewing Sr. P. K. Ewing Jr. Penny Pennington	James Day Mrs. Margery Marx	.... INS
VICKSBURG	WQBC	1390	1,000-D	Delta Broadcasting Co. Inc. Hotel Vicksburg 312	Blue	L. P. Cashman O. W. Jones O. W. Jones	.... C. E. Drake	.... World PA

MISSOURI

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
CAPE GIRARDEAU	KFVS	1400	250	Oscar C. Hirsch 324 Broadway 2104	....	Oscar C. Hirsch Oscar C. Hirsch Oscar C. Hirsch	Virginia Bahn Ralph Hirsch Oscar Hirsch	.... Standard Lang-Worth UP
COLUMBIA	KFRU	1400	250	KFRU Inc. 9th & Elm Sts. 4141	Blue	Elzey Roberts C. L. Thomas J. W. Roth	F. H. Brown .... R. H. Haigh	Weed Thesaurus UP
HANNIBAL	KHMO	1340	250	Courier Post Publishing Co. 102½ S. Main St. 3450	....	E. P. Adler E. L. Sparks W. Earl Dougherty	W. Earl Dougherty Paul Menge Warren E. MacFadden	.... Lang-Worth PA
JEFFERSON CITY	KWOS	1240	250	Tribune Printing Co. St. Mary's Blvd. 4000	MBS	R. C. Goshorn R. L. Rose	Mahlon Aldridge .... Arthur White	Sears & Ayer Lang-Worth PA, UP
JOPLIN	WMBH	1450	250	Joplin Broadcasting Co. Frisco Bldg. 330	MBS	D. J. Poynor D. J. Poynor Bob Burke	Margaret Houston Charles McIntire Richard Meek	Sears & Ayer World UP
KANSAS CITY	KCMO	1480	5,000-LS 1,000-N	KCMO Broadcasting Co. Commerce Bldg. Victor 0900	Blue	T. L. Evans Jack Stewart C. E. Breezeal	Dorothy Stewart Richard W. Evans Ted Millard	McGillvra Associated Lang-Worth PA
	KMBC	980	5,000	Midland Broadcasting Co. Hotel Pickwick Harrison 2650	CBS	Arthur B. Church Karl Koerper Sam H. Bennett	Don Macon Mark N. Smith Frank Barhydt A. R. Moler A. Kenneth Krahl	Free & Peters World PA, UP
	WDAF	610	5,000	Kansas City Star Co. 1729 Grand Ave. Harrison 1200	NBC	Earl McCollum Dean Fitzer Gardner Reames	Harry J. Kaufmann .... J. A. Flaherty	Petry PA
	WHB	880	1,000-D	WHB Broadcasting Co. Scarritt Bldg. Harrison 1161	MBS Kansas	Donald Dwight Davis John T. Schilling Donald Dwight Davis	John R. Wahlstedt Reese Wade Henry E. Goldenberg	.... PA
POPLAR BLUFF	KWOC	1340	250	Radio Station KWOC 1801 N. Main St. 1310	....	O. A. Tedrick P. H. Cunningham P. H. Cunningham	William R. Tedrick P. H. Cunningham Don L. Lidenton	.... World PA
ST. JOSEPH	KFEQ	680	5,000	KFEQ Inc. Schneider Bldg. 4-0813	Blue	Barton Pitts Barton Pitts Glen G. Griswold	Harry H. Packard J. Ted Branson Fred H. Damm	Headley-Reed Thesaurus Standard UP
ST. LOUIS	*KFUO	850-SH	5,000	Evangelical Lutheran Synod 801 De Mun Delmar 3030	....	Dr. J. W. Behnken Rev. H. H. Hohenstein	Rev. H. H. Hohenstein .... Carl H. Meyer	.... UP
	KMOX	1120	50,000	Columbia Broadcasting System Inc. 401 S. 12th Blvd. Central 8240	CBS	CBS—Merle S. Jones Merle S. Jones Wendell B. Campbell	Blaine Cornwell .... Harry Harvey	Radio Sales Associated Lang-Worth PA, UP
	KSD	550	5,000-LS 1,000-N	Pulitzer Publishing Co. 12th & Olive Sts. Main 1111	NBC	Joseph Pulitzer George M. Burbach Edward W. Hamlin	....	Free & Peters Thesaurus PA
	KWK	1380	5,000-LS 1,000-N	Thomas Patrick Inc. Hotel Chase Rosedale 3210	MBS	Robert Thomas Convey Ray E. Dady Virgil E. Carmichael	John W. Tinnea .... Nick Zehr	Raymer World UP Reuters
	KXOK	630	5,000	Star-Times Publishing Co. 12th & Delmar Blvd. Chestnut 3700	Blue	Elzey M. Roberts Lt. Com. John C. Roberts Clarence G. Cosby	C. L. Thomas Robert A. Seat Arthur F. Rekart	Weed Associated Standard INS, UP
	WEW	770	1,000-D	St. Louis University 3642 Lindell Blvd. Franklin 5665	....	St. Louis University Nicholas Pagliara Nicholas Pagliara	Don Lochner .... George E. Rueppel, S.J.	Pearson Associated Standard Lang-Worth INS
	WIL	1230	250	Missouri Broadcasting Corp. Melbourne Hotel Jefferson 8403	....	L. A. Benson C. W. Benson David Pasternak	Neil Norman Claude C. Rock Chal H. Stoup	Rambeau Standard Lang-Worth PA

KSD

CONTINUED *Leadership* in ST. LOUIS

KSD is the dominant news coverage station in St. Louis.
This is of first importance in war time. KSD is the only station in St. Louis with the full-time—24-hour service—of both the Associated Press and Press Association, Inc. KSD is also the exclusive outlet in St. Louis for the NBC network, with its world-famed commentators and trained correspondents in all the war centers of the globe.

KSD-NBC regular and special day and night programs feature the world's star entertainers.

KSD-NBC has continued holding this top-notch star-program supremacy since 1935. This is shown in the national poll selections of "Firsts" from 1935 through 1942. KSD-NBC has led all other St. Louis stations in "Firsts" without exception year after year.

These dominating listener appeal features have given KSD a decisive leadership **in its value to sponsors who seek the most effective radio coverage of the rich St. Louis market.**

KSD has a greater daytime population coverage area than any other St. Louis station.

A Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO ATLANTA SAN FRANCISCO HOLLYWOOD

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.*
LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
(Data corrected to January 1, 1943)

MISSOURI—(Continued)

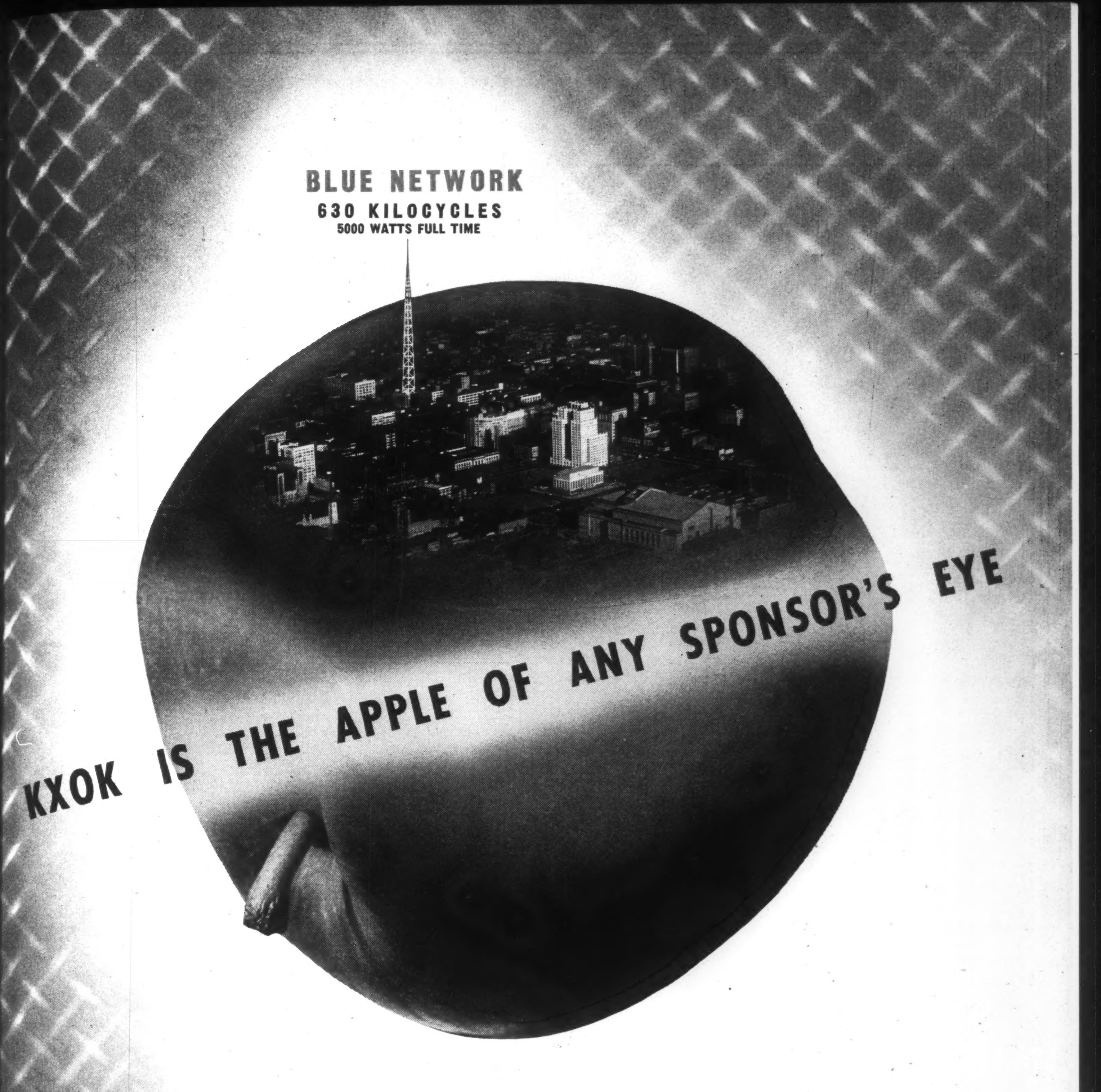
City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
SEDALIA............	KDRO	1490	250	Albert S. & Robert A. Drohlich 2100 W. Broadway 4004	. . . .	Drohlich Brothers Robert A. Drohlich Robert A. Drohlich	William W. Davis Albert S. Drohlich Bing G. Wong	.... UP
SPRINGFIELD......	KGBX	1260	5,000	Springfield Broadcasting Co. 508 St. Louis St. 1360	NBC Blue	Tams Bixby II R. D. Foster Leslie L. Kennon	Terry Moss .... Fritz Bauer	Pearson Thesaurus Standard UP
	KTTS	1400	250	Independent Broadcasting Co. Chamber of Commerce Bldg. 4303	MBS	J. H. G. Cooper G. Pearson Ward G. Pearson Ward	Elda M. Oswald Carl S. Ward Frank L. Barker	Wilson World INS
	KWTO	560	5,000–D CP-5,000–LS 1,000–N	Ozarks Broadcasting Co. Inc. 508 St. Louis St. 1360	. . . .	R. D. Foster R. D. Foster Leslie L. Kennon	Terry Moss .... Fritz Bauer	Pearson Standard Lang-Worth UP

MONTANA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
BILLINGS...........	KGHL	790	5,000	Northwestern Auto Supply Co. Fifth & North Broadway 2222	NBC	C. O. Campbell Ed Yocum Ed Yocum	M. V. Braunberger E. E. Cooney Jeff A. Kiichli	Katz Thesaurus Standard UP
BOZEMAN..........	KRBM	1450	250	KRBM Broadcasters Inc. Bozeman 1420	NBC Z-Bar	R. B. MacNab Jr. Ernest A. Neath Ernest A. Neath	Leslie L. Sterling .... Jack Provost	Walker Lang-Worth UP
BUTTE..............	KGIR	1370	5,000	KGIR Inc. Butte 2-2344	NBC Z-Bar	Ed Craney Jim Manning M. E. Dunn	Jim Manning M. E. Dunn Jack Provis	Walker Lang-Worth UP
GREAT FALLS......	KFBB	1310	5,000	Buttrey Broadcast Inc. First National Bank Bldg. 4377	CBS	F. A. Buttrey J. P. Wilkins J. P. Wilkins	LeRoy Stahl J. P. Wilkins Wilbur Myhre	Weed Biddick Thesaurus Standard UP
HELENA...........	KPFA	1240	250	Peoples Forum of the Air 1306 11th Ave. 1240	NBC Z-Bar	Barclay Craighead K. O. MacPherson K. O. MacPherson	....	Walker Lang-Worth UP
KALISPELL.........	KGEZ	1340 CP-1460	100 CP-1,000	Donald C. Treloar 203 First Ave. E. 332	. . . .	Donald C. Treloar Donald C. Treloar Kenneth Montgomery	Bill Patterson Donald C. Treloar Donald P. Gorman	Griffith UP
MILES CITY........	KRJF	1340	250	Star Printing Co. 15 N. Sixth St. 60	. . . .	W. F. Flinn Don Tannehill Don Tannehill	Robert D. Wilson .... H. J. Panchot	.... World PA
MISSOULA..........	KGVO	1290	5,000–LS 1,000–N	Mosby's Inc. 132 W. Front St. 2155	CBS	A. J. Mosby A. J. Mosby Socs Vratis	James Alden Barber .... Fred Wamble	Burn-Smith Biddick Lang-Worth UP
SIDNEY.............	KGCX	1480	1,000	E. E. Krebsbach 109 S. Central Ave. 408	CBC	E. E. Krebsbach E. E. Krebsbach M. J. Severson	Mel King .... Eugene Bunker	.... Standard TP

NEBRASKA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
FREMONT..........	KORN	1400	250	Nebraska Broadcasting Corp. Pathfinder Hotel 1060	. . . .	Lloyd C. Thomas Jack Luther Jack Luther	William Goodrich .... Leland Gustafson	Sears & Ayer PA
GRAND ISLAND....	KMMJ	750 L-WSB	1,000	KMMJ Inc. 315½ N. Locust St. 703	. . . .	Don Searle Wick Heath Bill Martin	George Kister Bill Martin Devere Swanson	Headley-Reed Standard UP
HASTINGS..........	KHAS	1230	250	Nebraska Broadcasting Co. Tribune Bldg. 1745	. . . .	Fred A. Seaton Duane L. Watts Duane L. Watts	Max Brown .... Duane Allison	.... World PA
KEARNEY..........	KGFW	1340	250	Central Nebraska Bcstg. Corp. Federal Annex Bldg. 2-3541	. . . .	Lloyd C. Thomas E. Anson Thomas E. Anson Thomas	Harold Clark Carl Argabrite Jack Lewis	Sears & Ayer PA
LINCOLN...........	KFAB (Synchronizes at night with WBBM, Chicago)	780	10,000	KFAB Broadcasting Co. Hotel Lincoln Bldg. 2-3214	CBS	Frank D. Throop Don Searle Jud Woods Arthur J. Weaver	Earl Williams .... Mark W. Bullock	Petry Standard PA, INS
	KFOR	1240	250	Cornbelt Broadcasting Corp. Hotel Lincoln Bldg. 2-3214	Blue MBS	Frank D. Throop Don Searle Jud Woods Arthur J. Weaver	Earl Williams .... Mark W. Bullock	.... Standard PA, INS
NORFOLK..........	WJAG	1090 L-KTHS, WBAL	1,000	Norfolk Daily News 120 N. Fourth St. 432	. . . .	Gene Huse Art Thomas Art Thomas	Art Thomas Frank Weidenbach Art Thomas	Walker PA
NORTH PLATTE....	KGNF	1460	1,000–D	Great Plains Broadcasting Co. 1521 W. 12th St. 295	. . . .	W. I. LeBarron W. I. LeBarron W. I. LeBarron	Ernest Jaeggi .... James B. Eaves	Walker Lang-Worth UP
OMAHA............	KBON	1490	250	Inland Broadcasting Co. 2027 Dodge St. Jackson 8282	MBS	John K. Morrison Marie C. Maher Paul R. Frey	.... John Knudsen Leland Gustafson	Rambeau Lang-Worth PA
	KOIL	1290	5,000	Central States Broadcasting Co. Omaha National Bank Bldg. Jackson 7626	CBS	Frank Throop Don Searle Arthur J. Weaver	R. Bruce Wallace R. Bruce Wallace Mark W. Bullock	Petry Standard PA, INS
	KOWH	660	500–D	World Publishing Co. World Herald Bldg. Atlantic 2228	Blue	Henry Doorly Frank E. Shopen Louis A. Smith	Frank E. Shopen Ken Stuart Frank E. Shopen Jr.	Hollingbery Standard UP
	WOW	590	5,000	Radio Station WOW Inc. Insurance Bldg. Webster 3400	NBC	John J. Gillin Jr. John J. Gillin Jr. Harry Burke	Harry Burke William O. Wiseman William J. Kotera	Blair Thesaurus Lang-Worth UP
SCOTTSBLUFF......	KGKY	1490	250	Hilliard Co. 1517½ Broadway 856	. . . .	L. L. Hilliard L. L. Hilliard R. M. Stewart	Bill Walter R. M. Stewart Harland Morrison	.... Thesaurus Standard UP


BLUE NETWORK
630 KILOCYCLES
5000 WATTS FULL TIME
KXOK IS THE APPLE OF ANY SPONSOR'S EYE

KXOK is now operating 24 hours daily. New low rates for sponsors after midnight.

St. Louis war industries are working overtime and sales tax reports indicate that the total retail sales of all St. Louis stores are up 8 to 10 million per month over the pre-war period. KXOK presents alert advertisers a chance to share in the wealth flowing through St. Louis retail channels. With a 24-hour operation now in effect and new low rates for sponsors after midnight, KXOK presents an economical and effective approach to thousands of war workers who have important money to spend, and are spending it. Write or wire for availabilities and let KXOK show what it can do. Nationally advertised by Weed and Company.

KXOK

THE ST. LOUIS STAR-TIMES STATION

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.*
LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
(Data corrected to January 1, 1943)

NEVADA

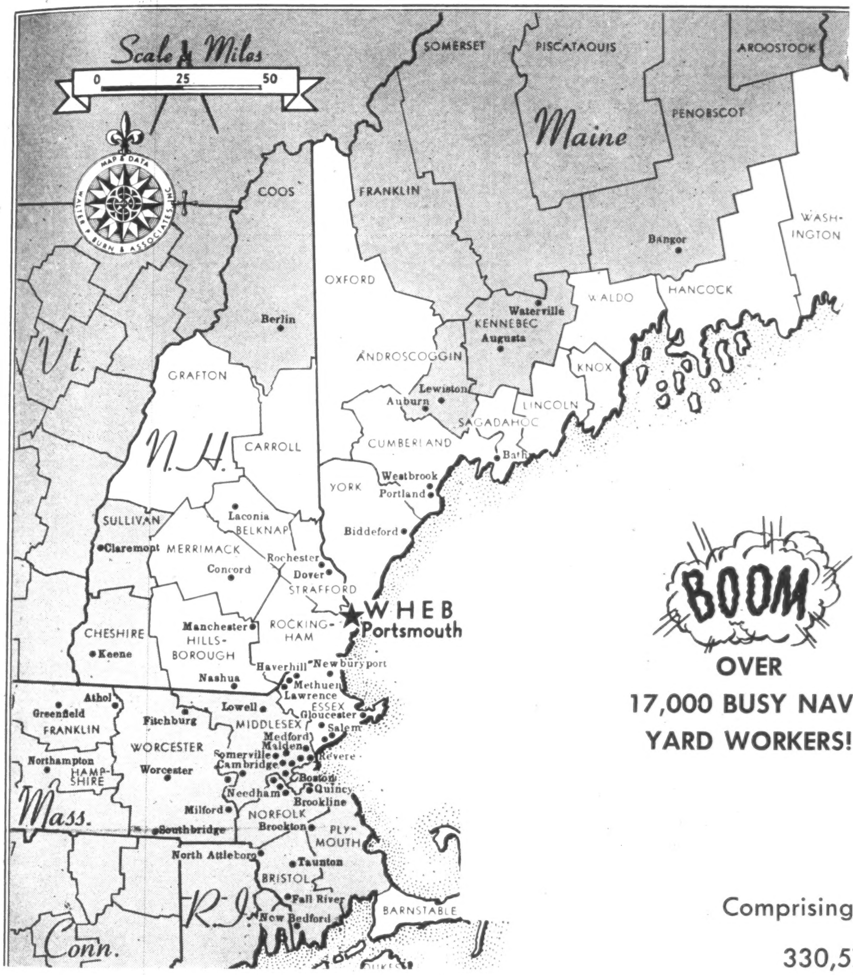
City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
LAS VEGAS	KENO	1400	250	Nevada Broadcasting Co. Box 1310 1-400	....	Maxwell Kelch Maxwell Kelch Goodloe McDowell	Ralph O. Dow Maxwell Kelch	Griffith Biddick Thesaurus INS
RENO	KOH	630	1,000	The Bee Inc. 143 Stevenson St. 5106	Blue Golden West	Eleanor McClatchy Hewitt Kees Merrill Inch	Merle Snider Robert Regent Hewitt Kees	Raymer McClatchy Associated UP

NEW HAMPSHIRE

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
KEENE	WKNE	1290	5,000	WKNE Corp. Keene 2080	CBS	Harry C. Wilder David H. Carpenter David H. Carpenter	Robert M. Peebles Evelyn Howe Howard Ayer	Radio Adv. Associated Lang-Worth UP
LACONIA	WLNH	1340	250	Northern Broadcasting Co. 653 Main St. 501	MBS Yankee	Charles Jenney Earle Clement Earle Clement	Sherwin Greenlaw Earle Clement Louis Steady	.... Thesaurus PA
MANCHESTER	WFEA	1370	5,000	New Hampshire Broadcasting Co. Carpenter Hotel 7970	NBC MBS Yankee New England	Adeline Rines David F. Shurtleff Francis J. Batten	Donald G. Caswell Frederick Cole Reginald A. B. Schow	Weed Bannan Thesaurus UP
	WMUR	610	5,000-LS 1,000-N	Radio Voice of New Hampshire Inc. 1819 Elm St. 2090	Blue	Francis P. Murphy Leslie F. Smith Leslie F. Smith	Alberta E. Sullivan Dorothy J. French Vincent H. Chandler	McGillvra Foster Associated PA
PORTSMOUTH	WHEB	750 L-WSB	1,000	WHEB Inc. LaFayette Rd. 2670	....	R. G. LeTourneau Bert Georges Boyd Lawlor	Winslow Bettinson Dal Wyant Paul Lindsay	Walker Bannan Thesaurus PA

NEW JERSEY

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
ASBURY PARK	WCAP	1310 ST-WCAM, WTNJ	500	Radio Industries Broadcast Co. 4 Convention Hall 1911	....	George S. Ferguson V. N. Scholes V. N. Scholes	R. V. Brown .... Gordon Shaw	Forjoe
ATLANTIC CITY	WBAB	1490	250	Press-Union Publishing Co. 1900 Atlantic Ave. 5-1111	CBS	Albert J. Feyl	Ralph Shoemaker .... Earle Godfrey	Headley-Reed Thesaurus PA
	WFPG	1450	250	Neptune Broadcasting Corp. Virginia Ave. & Boardwalk 5-2188	....	A. Harry Zoog E. E. Kohn E. E. Kohn	Edgar Allan Sweet J. Harry Howell Blair K. Thron	.... Associated UP
BRIDGETON	WSNJ	1240	250	Eastern States Broadcasting Corp. Radio Center Bldg. 1600	Quaker	Elmer H. Wene Paul K. Alger Burt McKinnie	Lowell C. Ayars .... Francis C. Fekel	.... UP
CAMDEN	WCAM	1310 ST-WCAP, WTNJ	500	City of Camden City Hall 0907	....	City of Camden C. E. Onens L. M. Maxwell	Betty Renner .... C. E. Onens	.... Standard PA
JERSEY CITY	WAAT	970	1,000	Bremer Broadcasting Corp. 15 Hill St., Newark, N. J. Mitchell 2-6400	....	Irving Rosenhaus Irving Rosenhaus Al Schillin	J. Stanley Roland Trenchard Frank Bremer	Rambeau World UP
	WHOM	1480	1,000-LS 500-N	New Jersey Broadcasting Corp. 29 W. 57th St., New York City Plaza 3-4204	....	Paul F. Harron Joseph Lang J. M. Compter	John D. Kelsey J. M. Compter A. W. Burnham	.... PA, INS
NEWARK	WHBI	1280 ST-WOV	2,500-LS 1,000-N	May Radiobroadcast Corp Newark	....	James Shearer	....	....
PATERSON	WPAT	930	1,000-D	North Jersey Broadcasting Co. 115 Ellison St. Armory 4-3400	....	James Cosman Donald Flamm George H. Jaspert George H. Jaspert	Henry L. Miller .... Earl F. Lucas	.... Associated UP
TRENTON	WTNJ	1310 ST-WCAM, WCAP	500	WOAX Inc. 416 Bellevue Ave. 8149	....	Franklin J. Wolff Franklin J. Wolff H. M. Gebert	Walter J. Lewis Lewis Jerome Edward P. Knowles	.... UP
	WTTM	920	1,000	Trent Broadcasting Corp. 35 W. State St. 2-7127	....	Elmer H. Wene A. Harry Zoog George S. McGinley	Mill March .... Blair K. Thron	.... Associated UP
ZAREPHATH	*WAWZ	1380 ST-WBNX	5,000-LS 1,000-N	Pillar of Fire Zarephath Bound Brook 223	....	Bishop Alma White Ray B. White	Norman Fournier .... Nathaniel Wilson	....


Scale of Miles
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50
MAP & DATA WALTER P. BURN & ASSOCIATES INC.
SOMERSET
PISCATAQUIS
AROOSTOOK
Maine
PENOBSCOT
COOS
FRANKLIN
WASHINGTON
Bangor
OXFORD
WALDO
HANCOCK
Waterville
KENNEBEC
Augusta
Berlin
Vt.
ANDROSCOGGIN
KNOX
GRAFTON
Lewiston
Auburn
LINCOLN
SAGADAHOC
N.H.
CARROLL
CUMBERLAND
Bath
YORK
Westbrook
Portland
SULLIVAN
Laconia
BELKNAP
Biddeford
Claremont
MERRIMACK
Rochester
Concord
Dover
STRAFFORD
WHEB
Portsmouth
CHESHIRE
Manchester
HILLS-BOROUGH
ROCKING-HAM
Keene
Haverhill
Newburyport
Nashua
Methuen
Lawrence
Athol
Greenfield
FRANKLIN
Fitchburg
Lowell
MIDDLESEX
ESSEX
Gloucester
Salem
Medford
Malden
WORCESTER
Somerville
Revere
Cambridge
Northampton
HAMPSHIRE
Worcester
Boston
Needham
Quincy
Mass.
Milford
Brookline
NORFOLK
Southbridge
Brockton
PLYMOUTH
North Attleboro
Taunton
BRISTOL
R.I.
Fall River
BARNSTABLE
New Bedford
Conn.
DUKES

WORLD'S GREATEST SUBMARINE BASE

OVER 17,000 BUSY NAVY YARD WORKERS!

BOOMING PART OF A RICH MARKET

Comprising

330,570 ✚

Primary Radio Homes

. . . prosperity-patrolled by unerring "WHEBBY" for profit-seeking clients of—

"The Listening Habit of Central New England"

✚ PRIMARY in 7 out of 10 New Hampshire counties, PLUS 8 out of 16 in Maine, PLUS Essex and most of Middlesex, in Massachusetts!

● Let "WHEBBY" spray YOUR story over the 1,000 salt-water watts of clear-channel

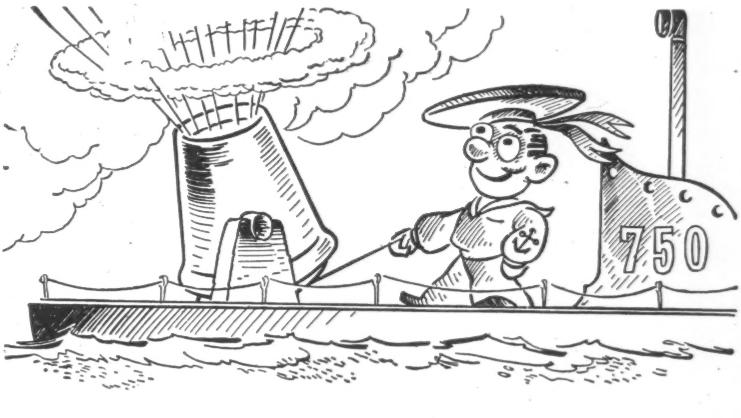
WHEB

"Serving Sponsors Thrifty—
On the Dial at 750"

National Rep.: THE WALKER COMPANY

Boston: BERTHA BANNAN

BERT GEORGES, General Manager



DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station.* *D—Day.* *N—Night.* *ST—Shares Time.* *SH—Specified Hours.* *U—Unlimited.* *CP—Construction Permit Issued.*
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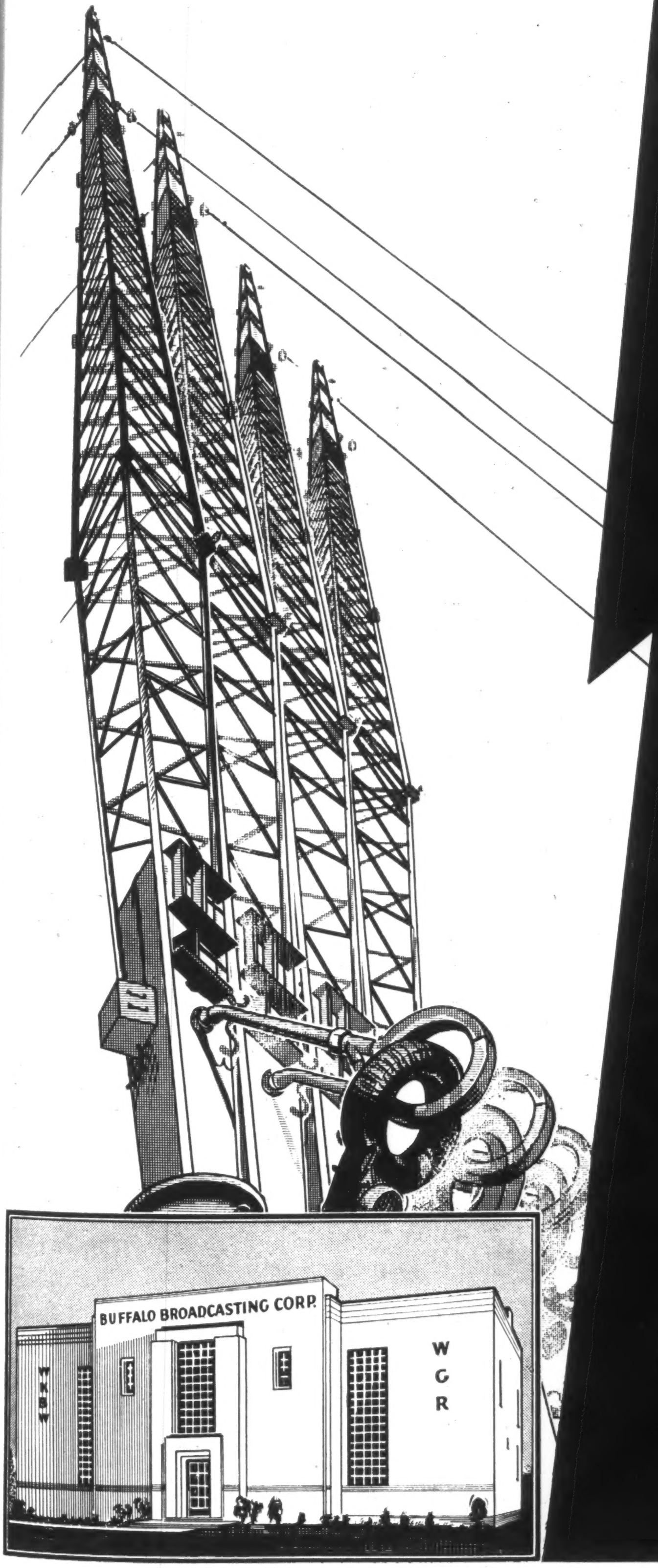
(*Data corrected to January* 1, 1943)

NEW MEXICO

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
ALBUQUERQUE.....	KGGM	1260	1,000	New Mexico Broadcasting Co. Albuquerque 4544	CBS	A. R. Hebenstreit Harry Burdick Harry Burdick	David M. Segal Baxter Gamble Harry Burdick Leonard Dodds	Weed World TP
	KOB	1030 SA-770	10,000 SA-50,000-LS 25,000-N CP-50,000	Albuquerque Broadcasting Co. 420 W. Gold Ave. 4411	NBC	T. M. Pepperday Frank Quinn Frank Quinn	Josephine Mason .... George S. Johnson	Free & Peters Thesaurus PA, INS
CARLSBAD........	KAVE	1240	250	Carlsbad Broadcasting Co. 700 S. Canal St. 811	....	Jack Hawkins Jack Hawkins Jack Evans	Jack Evans .... David O. Crouch	.... UP
CLOVIS............	KICA	1240	250	Hugh DeWitt Landis 321½ Main St. 3	....	DeWitt Landis Lee Biggs Lee Biggs	Grady Maples Grady Maples	Forjoe Associated UP
HOBBS............	KWEW	1490	100	W. E. Whitmore Hardin Hotel 495	....	W. E. Whitmore Chet L. Gonce Chet L. Gonce	G. Dimple W. E. Whitmore Chet L. Gonce	.... UP
LAS VEGAS.........	KFUN	1230	250	Southwest Broadcasters Inc. Box 710 83	....	E. N. Thwaites E. N. Thwaites E. N. Thwaites	E. N. Thwaites .... A. F. Schultz	.... INS
ROSWELL..........	KGFL	1400	100	KGFL Inc. 310 N. Richardson St. 288	....	W. E. Whitmore W. E. Whitmore John McBoyle	Frank Joyce John McBoyle Melvin Unger	.... UP
SANTA FE........	KVSF	1340	100	New Mexico Broadcasting Co. 759 Cerrillos Rd. 2020	CBS	A. R. Hebenstreit Ivan R. Head Don J. Rich	Don J. Rich .... William J. Karpisek	.... World TP
TUCUMCARI........	KTNM	1400-SH	250	Krasin-Krutzner Broadcasting Co. Tucumcari 192	....	Otto A. Krutzner Lester Q. Krasin Lester Q. Krasin Lester Q. Krasin	.... Lester Q. Krasin	Cox & Tanz Standard INS

NEW YORK

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Direc'or Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
ALBANY............	WABY	1400	250	Adirondack Broadcasting Co. Inc. Radio Centre 4-4194	MBS	Harold E. Smith Harold E. Smith Deuel Richardson	John R. Lee Paul Heisler J. H. Corey	McKinney Standard TP
	WOKO	1460	1,000-LS 500-N	WOKO Inc. Radio Centre 4-4193	CBS	Raymond M. Curtis Harold E. Smith Deuel Richardson	John R. Lee C. H. Heisler O. A. Sardi	McKinney Standard TP
AUBURN...........	WMBO	1340	250	WMBO Inc. 141 Genesee St. 433	....	Auburn Citizen-Advertiser Frederick L. Keesee Frederick L. Keesee	Florence M. Bond .... Herbert House	.... Standard PA
BATAVIA...........	WBTA	1490	250	Batavia Broadcasting Corp. 90 Main St. 715	....	Edmund R. Gamble Joseph M. Ryan Frederick R. MacLaughlin	Richard V. Driscoll .... Howard Cochran	Sears & Ayer Lang-Worth UP
BINGHAMTON......	WNBF	1290	5,000	Wylie B. Jones Adv. Agency Arlington Hotel 2-3461	CBS MBS	John C. Clark Cecil D. Mastin Cecil D. Mastin	E. Ray McCloskey Ewing B. Hawkins Lester H. Gilbert	Blair World UP
BROOKLYN.........	*WBBR	1330 ST-WEVD, WHAZ	1,000	Watchtower Bible & Tract Soc. Inc. 124 Columbia Heights Main 4-9735	....	Watchtower Society M. A. Howlett	....	....
	WBYN	1430	1,000-LS 500-N	WBYN Brooklyn Inc. Brooklyn, 1 Nevins St. New York, 132 W. 43rd St. Brooklyn, Triangle 5-3300 New York, Bryant 9-3773	....	Aaron Kronenberg William Norins William Norins	Norman H. Warembud .... Peter Testan	.... PA, INS
	WLIB	1190 L-WOWO	1,000	WLIB Inc. 846 Flatbush Ave., Brooklyn RKO Bldg., New York Ingersoll 2-1300	....	Elias I. Godofsky Elias I. Godofsky Robert M. Scholle	Paul Gould Louis W. Berne Arthur Faske	Walker Associated UP
BUFFALO...........	WBEN	930	5,000	WBEN Inc. Hotel Statler Cleveland 6400	NBC	Edward H. Butler A. H. Kirchhofer Edgar H. Twamley Gene Wyatt	George Torge .... Ralph J. Kingsley	Petry Thesaurus Lang-Worth PA, UP
	WBNY	1400	250	Roy L. Albertson 485 Main St. Madison 4000	....	Roy L. Albertson Roy L. Albertson Virginia C. Fyda	Virginia C. Fyda .... Thomas L. Vines	Rambeau PA, TP
	WEBR	1340	250	WEBR Inc. 23 W. North St. Lincoln 7133	Blue	Paul E. Fitzpatrick C. Robert Thompson William Doerr Jr.	Peter A. Krug Albert H. Zink	Weed Thesaurus Standard UP
	WGR	550	5,000-LS 1,000-N	Buffalo Broadcasting Corp. Rand Bldg. Washington 3100	MBS	H. W. Deyo I. R. Lounsberry John A. Bacon	H. C. Rice Ross MacPherson Karl B. Hoffman	Free & Peters Associated World UP
	WKBW	1520	50,000	Buffalo Broadcasting Corp. Rand Bldg. Washington 3100	CBS	H. W. Deyo I. R. Lounsberry John A. Bacon	H. C. Rice Ross MacPherson Karl B. Hoffman	Free & Peters Associated World UP
ELMIRA...........	WENY	1230	250	Elmira Star Gazette Inc. Mark Twain Hotel 5181	MBS	Frank E. Gannett Dale L. Taylor Ernest F. Oliver	Woodrow W. Ott Bill Pope	McKinney World UP



Buffalo's Newest and Most Powerful Transmitter Plant

. . . NOW gives advertisers radio's biggest circulation bonus.

. . . NOW brings listeners radio's clearest and finest entertainment.

WKBW BUFFALO'S *only* 50,000-watt station. Columbia network programs. Covers eleven states, twelve million people.

Basic Columbia 1520 K. C.

WGR BUFFALO'S *largest* regional coverage. 5,000 watts by day, 1,000 watts directionally intensified by night. Mutual network programs.

Basic Mutual 550 K. C.

BUFFALO BROADCASTING CORP.
RAND BUILDING • BUFFALO, N. Y.

National Representatives: FREE & PETERS, INC

What's different . . . ABOUT THE CENTRAL NEW YORK MARKET?

In size, population, new war plants and buying power, Central New York is no different from 100 other key markets of the country that you'll find high-lighted in this issue.

The only thing that makes it different is the low cost by which it can be covered and sold with one radio station . . . and that station is WFBL. Investigate if you want to get the most out of your 1943 radio dollar.

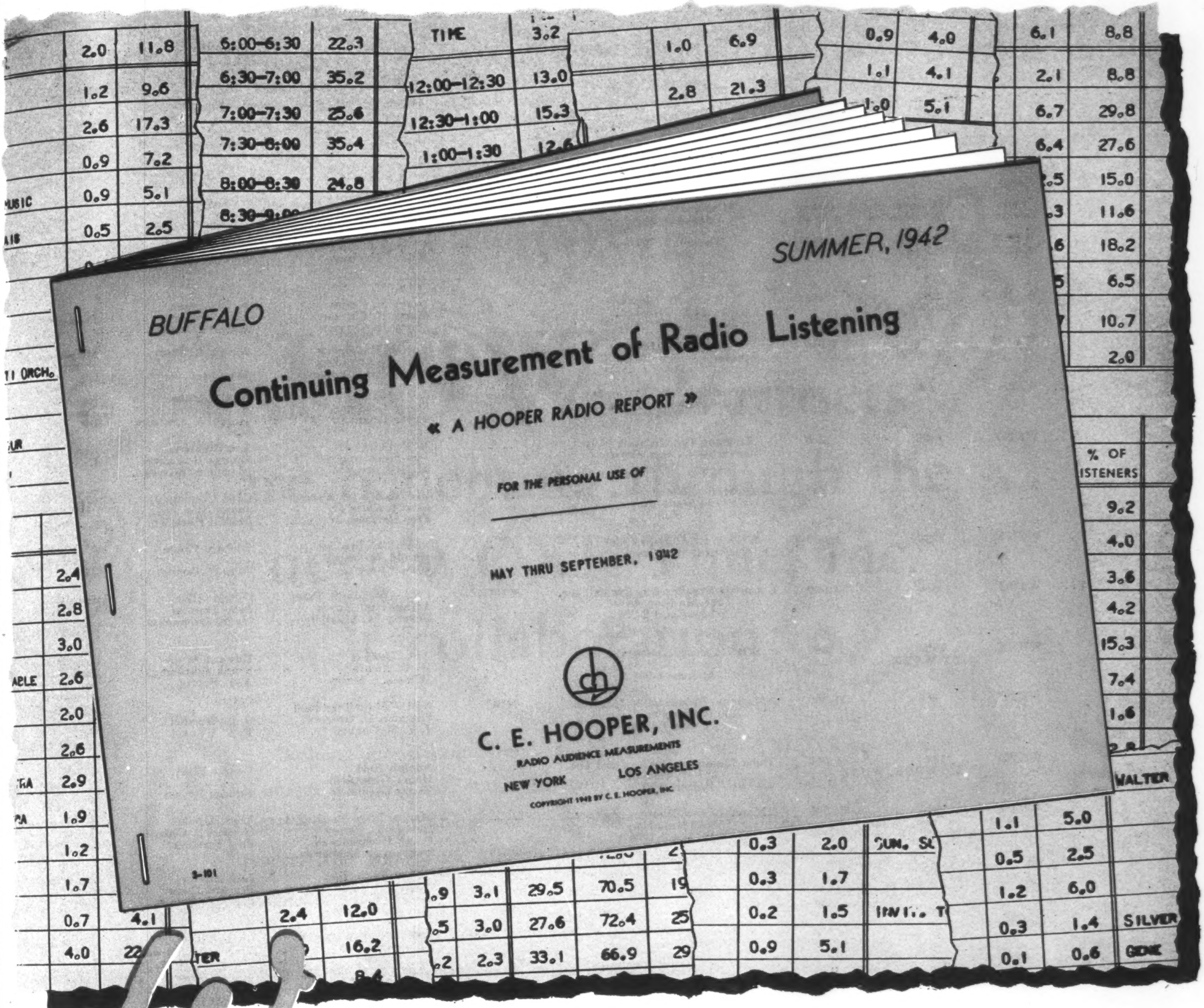
To get the most out of your radio dollar in Central New York use . . .

WFBL

Syracuse, N.Y.

MEMBER OF BASIC NETWORK COLUMBIA BROADCASTING SYSTEM

FREE & PETERS, Inc. *Exclusive National Representatives*



SUMMER, 1942

BUFFALO

Continuing Measurement of Radio Listening

« A HOOPER RADIO REPORT »

FOR THE PERSONAL USE OF

____

MAY THRU SEPTEMBER, 1942

C. E. HOOPER, INC.
RADIO AUDIENCE MEASUREMENTS
NEW YORK LOS ANGELES
COPYRIGHT 1942 BY C. E. HOOPER, INC.

S-101

We pay our respects to
WBEN's *best salesman*

WBEN

BUFFALO
NBC
5000 WATTS

REPRESENTED BY EDWARD PETRY & CO., INC.

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station.* *D—Day.* *N—Night.* *ST—Shares Time.* *SH—Specified Hours.* *U—Unlimited.* *CP—Construction Permit Issued.*
LS—Local Sunset. *L—Limited Time with Dominant Station.* *SA—Special Authorization.*
(Data corrected to January 1, 1943)

NEW YORK—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
ENDICOTT	WLAN (Construction Permit)	1450	250	Thomas J. Watson Endicott	....	Thomas J. Watson Walter Lemmon	....	....
FREEPORT	WGBB	1240 ST-WFAS	100	Harry H. Carman 44 S. Grove St. 2418	....	Harry H. Carman Harry H. Carman Harry H. Carman	A. Cheesman Neal Seaman Robert D. Milos	.... Thesaurus
ITHACA	WHCU	870 L-WWL	1,000	Cornell University Ithaca Savings Bank Bldg 3438	CBS	Cornell University Michael R. Hanna Michael R. Hanna	Joseph A. Short .... True McLean	McGillvra World UP
JAMESTOWN	WJTN	1240	250	James Broadcasting Co. Inc. Hotel Jamestown Bldg. 7-151	Blue	Jay E. Mason Simon Goldman Simon Goldman	A. E. Spokes A. E. Spokes Harold J. Kratzert	Radio Adv. Associated UP
KINGSTON	WKNY	1490	250	Kingston Broadcasting Corp. Governor Clinton Hotel 4500	....	B. F. Feiner Jr. Lou Steketee M. S. Strawgate	Lou Steketee George Rosenberg Marvin S. Seimes	Rambeau INS
MIDDLETOWN	WALL	1340	250	Community Broadcasting Corp. 14 South St. 6050	....	Elsie & Martin Karig Sr. Martin Karig Jr. Fred Germain Jr.	Fred Germain Jr. James Abel Jr. Martin Karig Jr.	.... INS
NEWBURGH	WGNY	1220	1,000-D	WGNY Broadcasting Co. Inc. 161 Broadway 4600	....	Merritt C. Speidel Harold W. Cassill Joseph Rake	Richard Crans .... John O. Bondy	.... World UP
NEW YORK CITY	WABC	880	50,000	Columbia Broadcasting System, Inc. 485 Madison Ave. Wickersham 2-2000	CBS	CBS—William S. Paley Arthur Hull Hayes Beverly M. Middleton	George Allen Jules Dundes Henry Grossman	Radio Sales Associated Lang-Worth PA, UP, INS
	WBNX	1380 ST-WAWZ	5,000	WBNX Broadcasting Co. Inc. 260 E. 161st St. Melrose 5-0333	....	A. L. Haskell W. C. Alcorn William I. Moore	Edward Ervin Frank Johnson A. L. Sobrig	.... INS
	WEAF	660	50,000	National Broadcasting Co. Inc. 30 Rockefeller Plaza Circle 7-8300	NBC	NBC—Niles Trammell Sherman D. Gregory J. V. McConnell	.... S. L. Woodell F. A. Wankel	NBC Spot Thesaurus Standard PA, UP, INS
	WEVD	1330 ST-WBBR, WHAZ	5,000	Debs Memorial Radio Fund Inc. 117 W. 46th St. Bryant 9-2360	....	Adolph Held Henry Greenfield Henry Greenfield	George Field .... Charles Brown	.... Lang-Worth PA
	WHN	1050	50,000	Marcus Loew Booking Agency 1540 Broadway Bryant 9-7800	....	Marcus Loew Booking Agcy. Herbert L. Pettey Frank Roehrenbeck Bertram H. Lebhar Jr.	Fred Raphael Herbert S. Chason Paul Fuelling	WHN—Chicago Bannan PA, UP
	WINS	1000 L-WCFL	1,000 CP- 5,000-U CP-10,000-U CP-50,000-U	Hearst Radio Inc. 28 W. 44th St. Bryant 9-6000	....	Hearst Radio Inc. Cecil H. Hackett Cecil H. Hackett	Jack Adams Bernard Estes Paul von Kunits	Free & Peters World INS
	WJZ	770	50,000	Blue Network Co. Inc. 30 Rockefeller Plaza Circle 7-5700	Blue	Blue—Mark Woods John McNeil John McNeil	Charles Barry Thomas B. Ellsworth George O. Milne	Blue Spot Thesaurus Standard PA, UP
	WMCA	570	5,000	WMCA Inc. 1657 Broadway Circle 6-2200	....	E. J. Noble, Owner Earl E. Anderson, Pres. Earl E. Anderson Charles Stark	Garrett Hollihan .... Frank Marx	Weed Associated PA
	WNEW	1130	10,000	Greater N. Y. Broadcasting Corp. 501 Madison Ave. Plaza 3-3300	Atlantic Coast	Arde Bulova Milton Biow Bernice Judis Walter Duncan Herman M. Bess	William McGrath John Fistere Max J. Weiner	Blair Foster World PA
	*WNYC	830 L-WCCO SA-SH-N	1,000	City of New York Municipal Bldg. Worth 2-5600	....	City of New York M. S. Novik	Seymour N. Siegel .... Isaac Brimberg	.... PA, INS
	WOR	710	50,000	Bamberger Broadcasting Service Inc. 1440 Broadway Pennsylvania 6-8600	MBS	Alfred J. McCosker Theodore C. Streibert Rufus C. Maddux Eugene Thomas	Julius F. Seebach Joseph Creamer J. R. Poppele	WOR Townsend World PA, UP, TP
	WOV	1280 ST-WHBI	5,000	Wodaam Corp. 730 Fifth Ave. Circle 5-7979	Atlantic Coast	Arde Bulova Ralph N. Weil Ralph Nardella	Mario F. Hutton Herbert Landon H. W. Holt	McGillvra Associated UP
	WQXR	1560	5,000 SA-10,000 CP-10,000	Interstate Broadcasting Co. Inc. 730 Fifth Ave. Circle 5-5566	....	John V. L. Hogan Elliott M. Sanger Hugh K. Boice	Eleanor N. Sanger Norman S. McGee Russell D. Valentine	Foreman Associated World PA
	WWRL (Woodside)	1600	250	Long Island Broadcasting Corp. 41-30 58th St., Woodside, L. I. Newtown 9-3300	....	W. H. Reuman W. H. Reuman Edith Dick	D. J. Connolly Fred Barr .... Jack H. Trapkin	.... PA
NIAGARA FALLS	WHLD	1290	1,000-D	Niagara Falls Gazette Pub. Co. Hotel Niagara 8421	....	Alanson Chase Deuel Earl C. Hull Richard G. Robbins	Ruth E. Prindle .... Robert J. Wilson	Headley-Reed Associated Standard Lang-Worth UP
OGDENSBURG	WSLB	1400	250	St. Lawrence Broadcasting Corp. 2315 Knox St. 500	....	Joseph R. Brandy Harold J. Frank Joseph R. Brandy	Hal Gilman .... Clifford Moore	De Lisser Thesaurus UP

HOW advertisers are benefiting through the new WQXR-Time, Inc. collaboration:

Building upon a sound foundation of the best in music, WQXR has become a unique station. Good music has won WQXR a market all its own — a market in the heart of the world's greatest single concentration of purchasing power: The New York Metropolitan Area. Good music—as only WQXR programs it—is selling goods right now in this entire New York market for the smartest and biggest advertisers in America.

Recently, an added reason to boost WQXR's popularity was announced. The worldwide news-gathering facilities of TIME and LIFE and FORTUNE were added to WQXR—as an exclusive service. This has already meant further growth in audience size—and the right kind of audience, too. The combination of WQXR and TIME's facilities is now making available programs at a cost that at present rates cannot be matched. Buy WQXR NOW and profit by an ever-increasing audience for your sales message.

WQXR

NEW YORK
730 Fifth Avenue
CIrcle 5-5566

In Chicago, The Foreman Company, Wrigley Building, Delaware 1869

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
(Data corrected to January 1, 1943)

NEW YORK—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
OLEAN	WHDL	1450	250	WHDL Inc. Exchange National Bank Bldg. 4149	Blue	Maj. E. B. Fitzpatrick Thomas L. Brown Thomas L. Brown	Virgil C. Booth Robert Lax Karl Haberman	McKinney Standard
PLATTSBURG	WMFF	1340	250	Plattsburg Broadcasting Corp. 153 Margaret St. 1600	Blue	George F. Bissell George F. Bissell Joel H. Scheier	Jack Tierney Winifred O'Mara Jack Nazak	Hollingbery UP
POUGHKEEPSIE	WKIP	1450	250	Poughkeepsie Broadcasting Corp. The Nelson House 6-800	Blue	Richard E. Coon Jr. Bruff W. Olin Jr. Bruff W. Olin Jr.	Edward M. Lynch Bruff W. Olin Jr. John E. Burke	Headley-Reed Standard PA
ROCHESTER	WHAM	1180	50,000	Stromberg-Carlson Tel. Mfg. Co. Sagamore Hotel Stone 1862	Blue	William A. Fay John H. Lee John W. Kennedy Jr.	Charles W. Siverson Truman Brizee Kenneth J. Gardner	Hollingbery World Lang-Worth UP
	WHEC	1460	1,000–LS 500–N	WHEC Inc. 40 Franklin St. Stone 1320	CBS	Frank E. Gannett Clarence Wheeler Gunnar O. Wiig LeMoine C. Wheeler	.... Bernard C. O'Brien	McKinney Associated PA, INS
	WSAY	1240 CP-1370	250 CP-1,000	Brown Radio Service & Laboratory 328 Main St. E. Stone 702	MBS	Gordon P. Brown Gordon P. Brown Mort Nusbaum	Harold Kolb Elmer J. Walz Gordon P. Brown	McGillvra INS
SARANAC LAKE	WNBZ	1320	100-D	Upstate Broadcasting Corp. 14 Broadway 1320	Blue	Emanuel Bernstien John F. Grimes	.... H. Berwin Williams	Hollingbery Standard
SCHENECTADY	WGY	810	50,000	General Electric Co. 1 River Rd. 3-2121	NBC	General Electric-NBC Kolin Hager Kolin Hager	A. O. Coggeshall J. Herve Haufler W. J. Purcell	NBC Spot Thesaurus Standard PA, UP
	WSNY	1240	250	Western Gateway Bcstg. Corp. Plaza Theatre Bldg. 3-3622	....	Winslow Leighton George R. Nelson George R. Nelson	Edward F. Flynn Cecil Woodland Irving Beck	.... Standard Lang-Worth PA
SYRACUSE	WAGE	620	1,000	Sentinel Broadcasting Corp. Loew Bldg. 2-0277	Blue MBS	Frank G. Revoir William T. Lane	Gordon Alderman Arnold T. Bowden Charles Brannen	Petry PA
	WFBL	1390	5,000	Onondaga Radio Bcstg. Corp. 433 S. Warren St. 2-1147	CBS	Samuel H. Cook Samuel Woodworth Charles F. Phillips	George M. Perkins Robert G. Soule	Free & Peters World INS
	WOLF	1490	250	Civic Broadcasting Corp. Chimes Bldg. 2-7211	....	Thomas S. Marshall Thomas S. Marshall Thomas S. Marshall	Hamilton Woodle Thomas S. Marshall David Foote	Burn-Smith TP
	WSYR	570	5,000	Central New York Bcstg. Corp. 224 Harrison St. 3-7111	NBC	Harry C. Wilder Fred R. Ripley Fred R. Ripley	Lansing B. Lindquist R. Stewart Boyd Armand Belle Isle	Raymer Bannan Associated Lang-Worth UP
TROY	WHAZ	1330 ST-WBBR, WEVD	1,000	Rensselaer Polytechnic Institute 110 Eighth St. 6810	....	William O. Hotchkiss Wynant J. Williams Warren C. Stoker	A. Olin Niles .... Hiram D. Harris	....
	WTRY	980	1,000	Troy Broadcasting Co. Inc. 92 Fourth St. 2100	Blue	Harry C. Wilder Fred R. Ripley William A. Riple	W. Woodbury Carter Jr. Thomas Armstrong Walter Lardner	Raymer World Lang-Worth UP
UTICA	WIBX	1230	250	WIBX Inc. First National Bank Bldg. 2-2101	CBS	Margaret Potter Bowen Margaret Potter Bowen Helen Wood	Elliott Stewart Nathan W. Cook John T. Dowdell	WIBX Bannan Biddick Reiter World INS
WATERTOWN	WATN	1240	250	Watertown Broadcasting Corp. 118 Washington St. 975	....	G. Harry Righter G. Harry Righter A. Dinsdale	.... Vernice E. Baxter	.... Standard PA, TP
	WWNY	790	1,000	The Brockway Co. Hotel Woodruff 4-120	....	Harold B. Johnson Thomas E. Martin Louis Saiff Jr.	Jean H. Clos Jr. Thomas R. McHugh Maynard B. Davis	Radio Adv. World UP
WHITE PLAINS	WFAS	1240 ST-WGBB	250	Westchester Broadcasting Corp. Roger Smith Hotel 6400	....	J. Noel Macy Frank A. Seitz Frank A. Seitz	Ran Kaler .... Harry C. Lawbenstein	Headley-Reed World PA

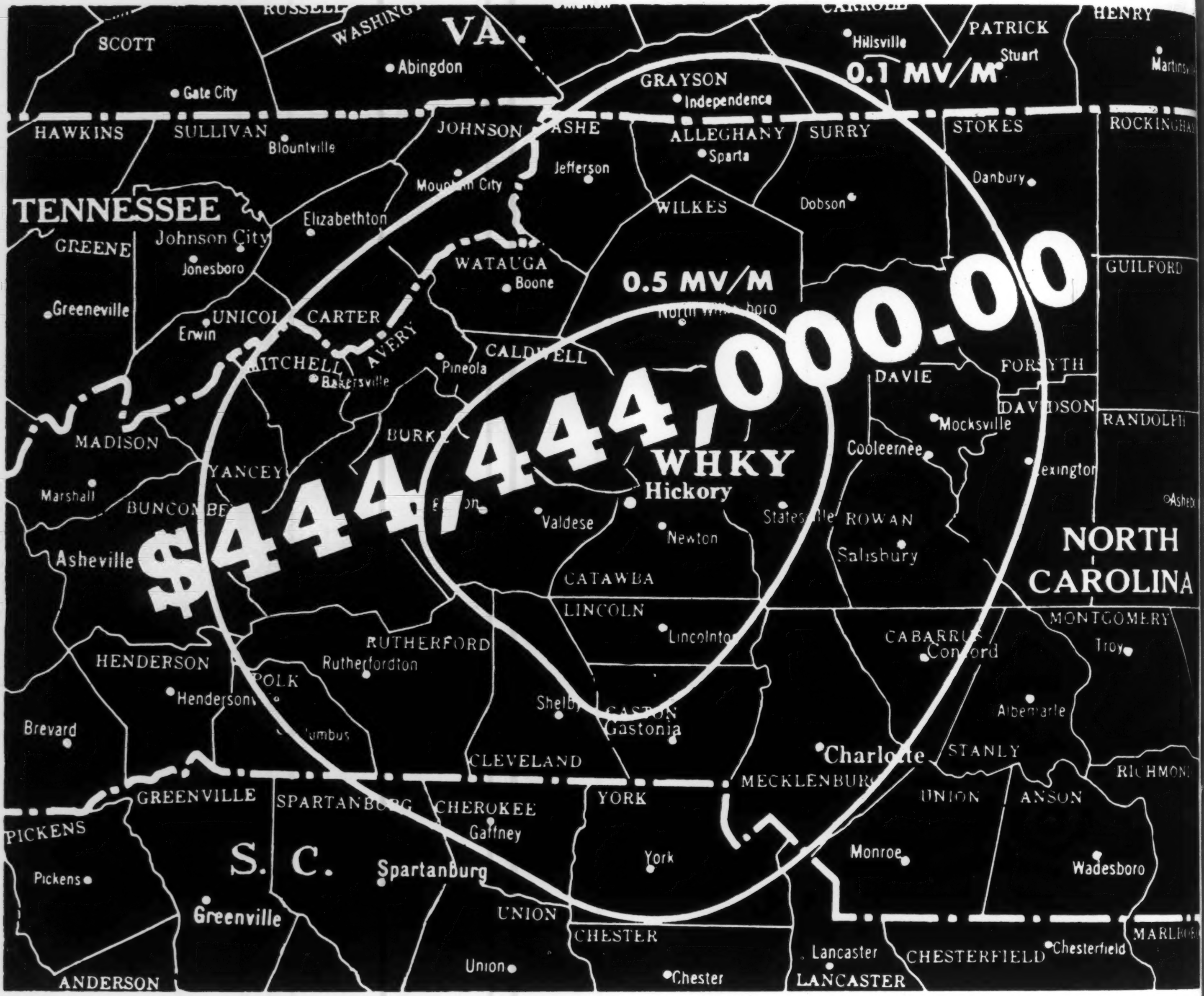
NORTH CAROLINA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
ASHEVILLE	WISE	1230	250	Radio Station WISE Inc. 98 College St. 1213	NBC MBS Blue Ridge Daniel Boone	Harold H. Thoms Harold H. Thoms Baxter Barkley	Kenneth Beakboard .... Charles W. Sumner	Burn-Smith Cummings Thesauurus INS
	WWNC	570	1,000 CP-5,000	Asheville Citizen-Times Co. 14 O'Henry Ave 5500	CBS	Charles A. Webb Don S. Elias Don S. Elias John E. Thayer	Ezra McIntosh Ezra McIntosh Cecil B. Hoskins	.... Associated Lang-Worth UP
BURLINGTON	WBBB	920	1,000-D	Alamance Broadcasting Co. Inc. 310½ S. Main St. 2730	MBS	V. Wilton Lane E. Z. Jones	Paul Huddleston Al Drew James Beatty	.... Standard PA, UP

the Favorite
ROCHESTER STATION
With Both LOCAL and NATIONAL Program Sponsors
WHEC

BASIC CBS • OFFICES & STUDIOS—ROCHESTER SAVINGS BANK BLDG. • ROCHESTER, N. Y.

Representatives-J. P. McKINNEY & SON-NEW YORK, CHICAGO, SAN FRANCISCO


$444,444,000.00
0.1 MV/M
0.5 MV/M
WHKY
Hickory
VA.
TENNESSEE
NORTH CAROLINA
S. C.
SCOTT
WASHINGT
Abingdon
Gate City
HAWKINS
SULLIVAN
Blountville
JOHNSON
ASHE
GRAYSON
Independence
Hillsville
PATRICK
Stuart
HENRY
ALLEGHANY
Sparta
SURRY
STOKES
ROCKINGHA
Jefferson
Mountain City
Elizabethton
Johnson City
Jonesboro
GREENE
Greeneville
WATAUGA
Boone
WILKES
Dobson
Danbury
GUILFORD
UNICOI
Erwin
CARTER
AVERY
MITCHELL
Bakersville
Pineola
CALDWELL
DAVIE
FORSYTH
DAVIDSON
Mocksville
RANDOLPH
Cooleemee
Lexington
MADISON
Marshall
YANCEY
BURKE
BUNCOMBE
Asheville
Valdese
Newton
Statesville
ROWAN
Salisbury
CATAWBA
LINCOLN
Lincolnton
MONTGOMERY
Troy
CABARRUS
Concord
HENDERSON
Hendersonville
RUTHERFORD
Rutherfordton
POLK
Brevard
Shelby
GASTON
Gastonia
Albemarle
CLEVELAND
Charlotte
STANLY
RICHMOND
GREENVILLE
SPARTANBURG
CHEROKEE
Gaffney
YORK
MECKLENBURG
UNION
ANSON
PICKENS
Pickens
Spartanburg
York
Monroe
Wadesboro
Greenville
UNION
CHESTER
Lancaster
CHESTERFIELD
Chesterfield
MARLBORO
ANDERSON
Union
Chester
LANCASTER

WHKY's increased power and lower frequency enables advertisers to reach *all* Western North Carolina, at one surprisingly low cost.

What's more, WHKY knows its audience. Programming is carefully keyed to local tastes and interests, to insure maximum listener response for your sales message—in both primary and secondary areas. Extensive newspaper advertising, in over 20 county papers, builds listener loyalty for WHKY and sales for our advertisers.

Write for complete information. When you get the facts, we believe you'll agree WHKY is the station you need to get low-cost, single-coverage of this rich Carolina market.

STATISTICS TAKEN FROM WHKY's NEW MARKET DATA BROCHURE

Population . . .	1,005,212
Radio listeners . .	651,722
Buying income per family . . .	$1,365
Spendable income	$444,444,000.00

5000 WATTS DAY
1000 WATTS NIGHT
1290 KILOCYCLES—BLUE NETWORK

WHKY

HICKORY, NORTH CAROLINA

National Representative
HOWARD H. WILSON CO.
Chicago, New York, Kansas City, San Francisco, Hollywood

Here's what puts the "BIG" in WBIG

First, let's look at Greensboro, home of WBIG. This trading area, with an effective buying income of $195,672,000, ranks higher as a market than many larger cities in the South—yes, those cities that come to mind when you start thinking of populous Southern centers.

Population is up, payrolls are up, crop income is up . . . and family income has zoomed to $2,496—which is 72.87% above the basic year of 1938. BUT . . .

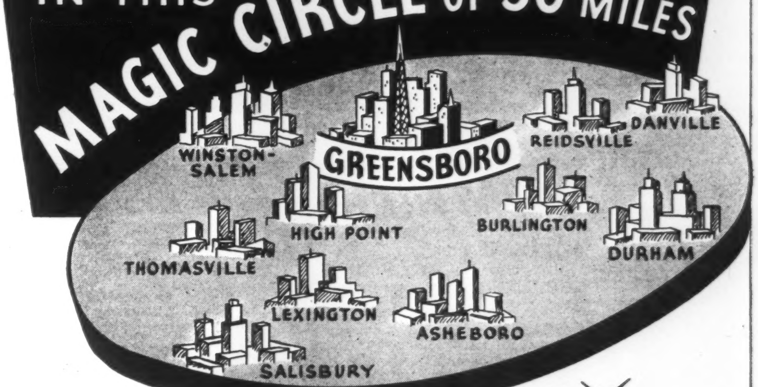
. . . that's only the Greensboro Trading Area — as defined by B B D & O — five counties with a population of 338,500 — not the WBIG *Effective* Listening Area. This station blankets 22 counties in the heart of the nation's booming tobacco and textile region. WBIG is a selling force with more than a million people. WBIG makes more than a half-billion dollars lonesome for retail cash registers.

●

For big volume at small cost tell your story in the Magic Circle, where WBIG dominates.

●

WBIG *Dominates* IN THIS MAGIC CIRCLE OF 50 MILES



- ★ **Larger Payrolls**
- ★ **More Population**
- ★ **More Radio Homes**
- ★ **Larger Farm Incomes**

W CBS I G
IN GREENSBORO, N.C.

5,000 Watts
Night & Day

For further particulars
Write **WBIG**
Greensboro, N. C.
Edney Ridge, Director or
George P. Hollingsbery Co.
National Representative

CBS

WBIG
CBS AFFILIATE

THE PRESTIGE STATION OF THE CAROLINAS

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued. LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.*

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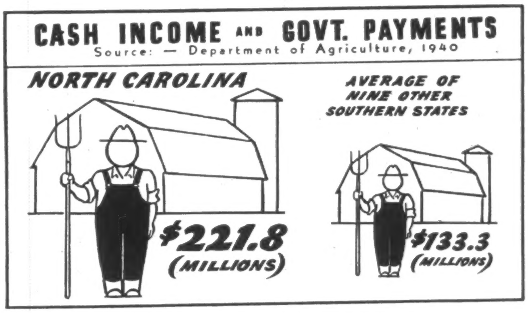
NORTH CAROLINA—(Continued)

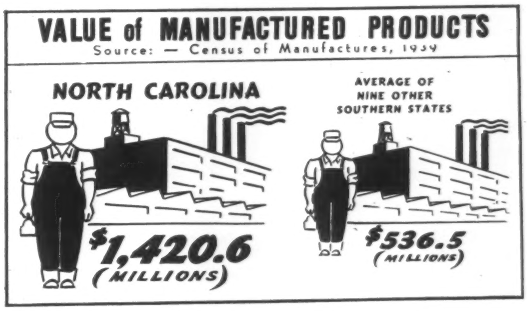
City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
CHARLOTTE	WAYS	610	1,000	Inter-City Advertising Co. 120 E. Third St. 3-7173	Blue MBS	George W. Dowdy Harold H. Thoms Bill Smith	Don Mack Bill Mitcham Robert Rigby	Weed Lang-Worth INS
	WBT	1110	50,000	Columbia Broadcasting System Inc. Wilder Bldg. 3-8833	CBS	CBS—A. D. Willard Jr. A. D. Willard Jr. Royal E. Penny	Charles H. Crutchfield W. MacGregor Parker J. J. Beloungy	Radio Sales Lang-Worth PA, UP
	WSOC	1240	250	Radio Station WSOC Inc. 1925 N. Tryon St. 7138	NBC	E. J. Gluck E. J. Gluck W. C. Irwin	Chas. G. Hicks Jr. Francis M. Fitzgerald L. L. Caudle Jr.	Headley-Reed Thesaurus Standard PA
CONCORD	WEGO (Construction Permit)	1410	1,000-D	Wayne M. Nelson Highway 29A	....	Wayne M. Nelson Wayne M. Nelson R. Hoy Whitlow	....	.... UP
DURHAM	WDNC	1490	250	Durham Radio Corp. 138 Chapel Hill St. R-1555	CBS	Carl C. Council J. Frank Jarman J. Frank Jarman	J. B. Clark J. Frank Jarman Walter Hill	Wilson UP
ELIZABETH CITY	WCNC	1400	250	Albemarle Broadcasting Co. Box 535 1400	MBS	T. W. Aydlett J. E. Aydlett J. M. Smedley	.... Joe Kyle	Burn-Smith World UP
FAYETTEVILLE	WFNC	1450	250	Cumberland Broadcasting Co. 114 Anderson St. 4848	MBS Tobacco	W. C. Ewing W. C. Ewing W. C. Ewing	Ruffin Horne W. C. Ewing Howard Harrell	Burn-Smith UP
GASTONIA	WGNC	1450	250	F. C. Todd National Bank of Commerce Bldg. 732	Blue	F. C. Todd Pat McSwain F. C. Abernethy	Earl Holder .... W. C. Groves Jr.	Cox & Tanz UP
GOLDSBORO	WGBR	1400	250	Eastern Carolina Bcstg. Co. Inc. Borden Bldg. 1550	MBS Tobacco	A. T. Hawkins Harry G. Bright Leland B. Nelson	Edward L. Burwell Harry G. Bright Daniel B. Trueblood	.... Standard UP
GREENSBORO	WBIG	1470	5,000	North Carolina Bcstg. Co. Inc. O. Henry Hotel 6125	CBS	Maj. Edney Ridge Maj. Edney Ridge Maj. Edney Ridge	Wally Williams Virginia W. McKinney Earl Allison	Hollingbery World Standard PA, TP
	WGBG	980	1,000-D	Greensboro Broadcasting Co. Inc. Ashe Street Extension 3-3631	Blue	Ralph M. Lambeth Ralph M. Lambeth Roy Springer	Anderson B. Brown Ralph M. Lambeth Clyde C. Penny	Burn-Smith Lang-Worth UP
GREENVILLE	WGTC	1490	250	Greenville Broadcasting Co. Falkland Highway 3182	MBS Tobacco	J. J. White Margaret J. Laughinghouse Jack Aley	.... Jack Aley Hank Tribley	.... Lang-Worth UP
HICKORY	WHKY	1290	5,000-LS 1,000-N	Catawba Valley Bcstg. Co. Inc. Radio Bldg. 1195	Blue	Carl V. Cline W. T. Hix W. T. Hix	W. T. Hix .... E. S. Long	Wilson Thesaurus UP
HIGH POINT	WMFR	1230	250	Radio Station WMFR Inc. 156½ S. Main St. 4593	Blue	James E. Lambeth Helen McAulay Lambeth Pat Taylor	Stan Conrad Pat Taylor Robert P. Boyd	Cox & Tanz UP
KINSTON	WFTC	1230	250	Jonas Weiland King St. 1200	Blue	Jonas Weiland Jonas Weiland Jonas Weiland	Ray Woodard .... Ernest Batchelder	Burn-Smith
NEW BERN	WHIT	1450	250	Coastal Broadcasting Co. Inc. U. S. Highway No. 17 1450	....	Louis N. Howard Louis N. Howard	Edward W. Burwell .... Robert E. Liverance	.... Lang-Worth UP
RALEIGH	WPTF	680	50,000	WPTF Radio Co. Insurance Bldg. 8311	NBC	James R. Weatherspoon Richard H. Mason John H. Field Jr.	Graham B. Poyner Joseph P. Ahern Henry Hulick Jr.	Free & Peters Thesaurus PA, UP
	WRAL	1240	250	Capitol Broadcasting Co. Inc. 130 S. Salisbury St. 6411	MBS Tobacco	A. J. Fletcher Fred Fletcher C. D. Moore	Ray Reeve Fred Fletcher Stanley Brown	Weed Lang-Worth
ROANOKE RAPIDS	WCBT	1230	250	J. Winfield Crew Jr. 251 Roanoke Ave. 8551	Blue	J. Winfield Crew Jr. Nathan Frank Nathan Frank	Philip Cooke Nathan Frank Morris Morgan	Burn-Smith UP
ROCKY MOUNT	WEED	1450	250	William Avera Wynne Rocky Mount 1420	Blue	William Avera Wynne William Avera Wynne Ray Bandy	Douglas Hunt Ray Bandy W. W. Primm	.... UP
SALISBURY	WSTP	1490	250	Piedmont Broadcasting Corp. Yadkin Hotel 2121	MBS	Bryce P. Beard George L. Brantley F. F. Patterson	Russell McIntire .... Carl Watson	Burn-Smith PA
WASHINGTON	WRRF	930	1,000-D	Tar Heel Broadcasting System Inc. Bank of Washington Bldg. 403	Blue	W. R. Roberson Sr. B. W. Frank B. W. Frank	Charles Wedhbee B. W. Frank George Martin	Burn-Smith Thesaurus
WILMINGTON	WMFD	1400	250	Richard Austin Dunlea Box 696 4840	Blue	R. A. Dunlea R. A. Dunlea Claude O'Shields	Harry W. Lee George D. Faber S. Harold Jones	Burn-Smith TP
WILSON	WGTM	1340	250	Penn Thomas Watson Wilson 2188	MBS Tobacco	P. T. Watson Allen E. Wannamaker Henry Sullivan	Clinton Faris Mina Williams Warren Wooten	Burn-Smith Lang-Worth UP
WINSTON-SALEM	WAIR	1340	250	C. G. Hill, G. D. & S. H. Walker Pepper Bldg. 2-1133	Blue MBS	Partnership George D. Walker C. G. Hill	Charles Keaton .... George D. Walker	.... World PA
	WSJS	600	5,000	Piedmont Publishing Co. 419 N. Spruce St. 4141	NBC	Gordon Gray Harold Essex Harry B. Shaw	Clay B. Daniel Norris O'Neil Philip F. Hedrick	Headley-Reed Associated Lang-Worth UP

NORTH CAROLINA is the SOUTH'S GREATEST STATE

IN AGRICULTURE


CASH INCOME AND GOVT. PAYMENTS
Source: — Department of Agriculture, 1940

IN INDUSTRY


VALUE of MANUFACTURED PRODUCTS
Source: — Census of Manufactures, 1939

WPTF

with 50,000 WATTS in RALEIGH is NORTH CAROLINA'S No.1 SALESMAN

NBC 680 KC

FREE & PETERS, INC. National Representatives

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.*
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(Data corrected to January 1, 1943)

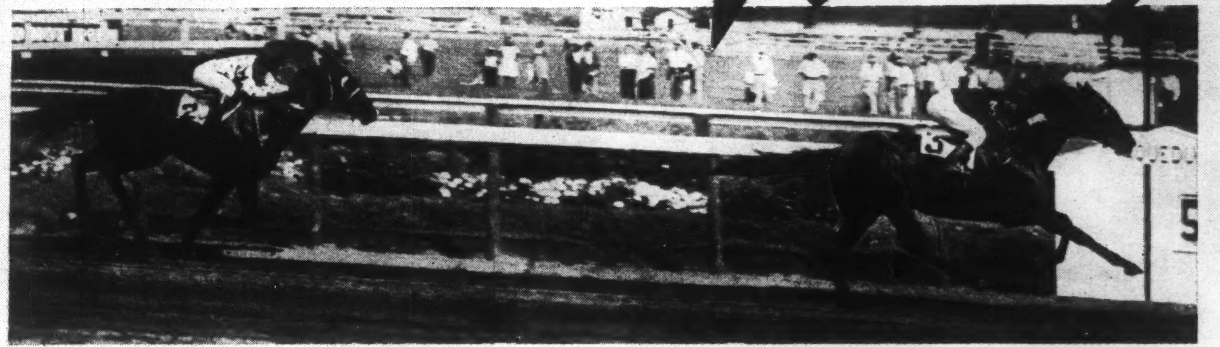
NORTH DAKOTA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
BISMARCK..........	KFYR	550	5,000	Meyer Broadcasting Co. 320 Broadway 468	NBC Northwest	P. J. Meyer F. E. Fitzsimonds F. E. Fitzsimonds	Robert MacLeod Loring Knecht Ivar Nelson	Blair Thesaurus PA
DEVILS LAKE.......	KDLR	1240	250	KDLR Inc. 1025 Third St. 1090	MBS No. Central	Bert Wick Bert Wick Bert Wick	Dal Stallard .... Richard Moritz	.... World PA
FARGO.............	WDAY	970	5,000	WDAY Inc. Black Bldg. 5357	NBC Northwest	Earl C. Reineke Barney Lavin Barney Lavin	Ken Kennedy Mildred Gregerson Julius Hetland	Free & Peters Thesaurus PA, UP
GRAND FORKS.....	*KFJM	1440 SH-KILO	1,000–LS 500–N	University of North Dakota Grand Forks 2800	....	....	....	....
	KILO	1440 SH-KFJM	1,000–LS 500–N	Dalton LeMasurier First National Bank Bldg. 1200	MBS No. Central	Dalton LeMasurier Dalton LeMasurier Elmer Hanson	Helen LaVelle .... E. J. O'Brien	Wilson Lang-Worth UP
JAMESTOWN.......	KSJB	600	250–LS 100–N	Jamestown Broadcasting Co. Inc. Midland Bldg. 100	MBS No. Central	John W. Boler B. Harland Ohde B. Harland Ohde	Mary Jane Thompson .... Lloyd R. Amoo	Radio Adv.
MANDAN...........	KGCU	1270	250	Mandan Radio Assn. 205 First St., N.W. 631	MBS No. Central	H. C. Schulte W. S. Russell W. C. Roerink	R. F. Kyllingstead W. C. Roerink Bernard Boardman	....
MINOT.............	KLPM	1390	1,000	John B. Cooley Fair Block 1267	MBS No. Central	John B. Cooley C. W. Baker E. H. Cooley	Lillian Aandahl .... C. W. Baker	Walker World TP
VALLEY CITY.......	KOVC	1490	250	KOVC Inc. 312 Fifth Ave. 408	....	Milton Holiday Robert E. Ingstad Robert E. Ingstad	Harry Myers .... Charles Sjostrom	....

OHIO

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
AKRON.............	WADC	1350	5,000	Allen T. Simmons Box 830 Meadowbrook 3211	CBS	Allen T. Simmons Allen T. Simmons Allen T. Simmons	H. L. Hageman Bob Wilson John Aitkenhead	Hollingbery Standard UP
	WAKR	1590	5,000	Summit Radio Corp. First Central Tower Hemlock 6151	Blue	S. Bernard Berk S. Bernard Berk Kenneth M. Keegan	Deane S. Long V. G. Berk W. W. Robertson	Spot Sales Thesaurus PA
	WJW (CP to move to Cleveland)	1240 CP-850	250 CP-5,000	WJW Inc. 41 S. High St. Jefferson 6111	MBS Blue	William M. O'Neil William M. O'Neil George Wolf	Harold Waddell Frank Grosjean Gerald G. Roberts	Headley-Reed Lang-Worth UP, INS
ASHTABULA.........	WICA	970	1,000–D	WICA Inc. 221 Center St. 1211	....	C. A. Rowley Robert B. Rowley Robert B. Rowley	Walter Walrath Alfred B. Newkirk George G. Gautney	Walker Standard UP
CANTON............	WHBC	1230	250	Ohio Broadcasting Co. 550 Market Ave. S. 7166	MBS	Louis Brush Felix Hinkle Robert Fehlman	Felix Hinkle Robert Fehlman Kenneth Sliker	Burn-Smith Thesaurus PA, UP
CINCINNATI........	WCKY	1530	50,000	L. B. Wilson Inc. Hotel Gibson Cherry 6565	CBS	L. B. Wilson L. B. Wilson Fred A. Palmer	{Rex Davis {Al Bland Margaret Dotson C. H. Topmiller	Free & Peters Standard Lang-Worth PA, UP
	WCPO	1230	250	Scripps-Howard Radio Inc. Keith Bldg. Main 3314	....	Jack R. Howard Mortimer C. Watters John Patrick Smith	Evelyn Eppinger Mark Gregory	Branham Associated Standard Lang-Worth UP
	WKRC	550	5,000–LS 1,000–N	Cincinnati Times-Star Co. Hotel Alms Woodburn 0550	MBS Southern	Hulbert Taft Sr. Ken Church H. E. Fast	Fred Dodge James Patt George Wilson	Katz Standard Lang-Worth PA, Reuters
	WLW	700	50,000	The Crosley Corp. Crosley Square Cherry 1822	Blue NBC	Powel Crosley Jr. James D. Shouse Robert E. Dunville	George Biggar {B. Strawway {M. F. Allison Ronald J. Rockwell	WLW Spot Sales (West Coast) Lang-Worth PA, INS, UP
	WSAI	1360	5,000	The Crosley Corp. Crosley Square Cherry 1822	Blue NBC	Powel Crosley Jr. A. S. Grinalds A. S. Grinalds	James Leonard Ewald Kockritz R. J. Rockwell	Spot Sales World Lang-Worth PA, UP
CLEVELAND........	WCLE	610	500–D	United Broadcasting Co. 1311 Terminal Tower Prospect 5800	MBS	John S. McCarrens Sr. H. K. Carpenter K. K. Hackathorn	C. M. Hunter Robert Greenberg Ralph H. DeLany	Radio Adv. PA
	WGAR	1480	5,000–LS 1,000–N	WGAR Broadcasting Co. Statler Hotel Prospect 0200	CBS	George A. Richards John F. Patt Harry Camp	David Baylor .... R. Morris Pierce	Petry World UP
	WHK	1420	5,000	United Broadcasting Co. 1311 Terminal Tower Prospect 5800	MBS	John S. McCarrens Sr. H. K. Carpenter K. K. Hackathorn	C. M. Hunter Robert Greenberg Ralph H. DeLany	Raymer Lang-Worth PA
	WTAM	1100	50,000	National Broadcasting Co. Inc. 815 Superior Ave., N.E. Cherry 0942	NBC	NBC—Vernon H. Pribble Vernon H. Pribble Howard Barton	Hal Metzger Howard Barton S. E. Leonard	NBC Spot Thesaurus Standard PA, UP

IN FRONT—AND HEADING FOR *Victory*



WADC

AKRON, OHIO

A VICTORIOUS 1943

This is the hope that WADC shares with all America and we are proud and happy to be able to contribute our part toward the war effort.

5000 WATTS DAY AND NIGHT ● 1350 KILOCYCLES
BASIC COLUMBIA BROADCASTING SYSTEM
OWNED AND OPERATED BY ALLEN T. SIMMONS
Represented by Geo. P. Hollingbery Company

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.*
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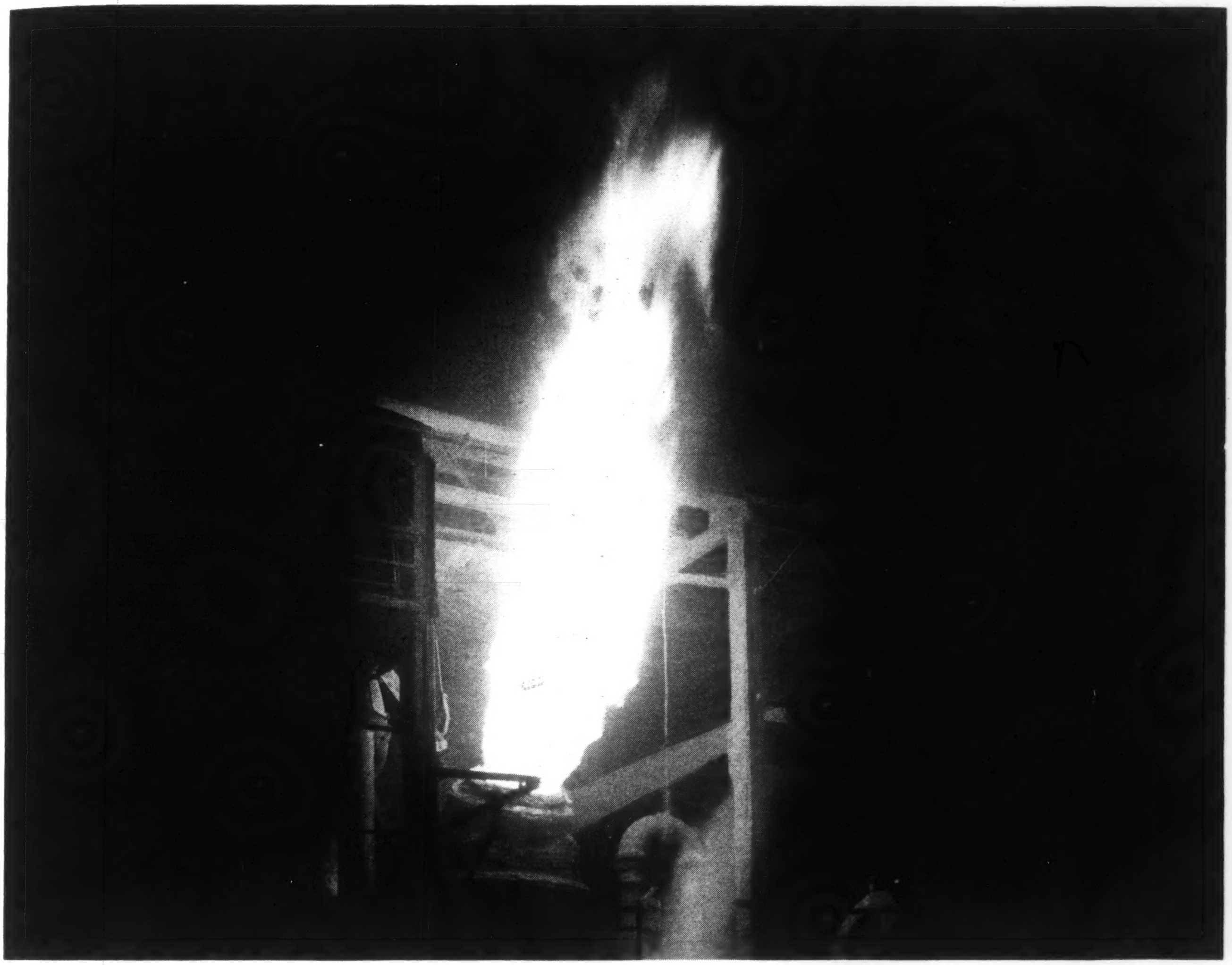
(Data corrected to January 1, 1943)

OHIO—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
COLUMBUS	WBNS	1460	5,000-LS 1,000-N	WBNS Inc. 33 N High St. Adams 9265	CBS	Robert H. Wolfe Edgar T. Wolfe W. I. Orr	Jack Price Jim Yerian Lester H. Nafzger	Blair Standard PA
	WCOL	1230	250	WCOL Inc. 33 N. High St. Main 4591	NBC	Kenneth B. Johnston Neal A. Smith Neal A. Smith	Wallace Beavers .... James E. Lowe	.... Thesaurus INS
	WHKC	640 L-KFI	500	United Broadcasting Co. 22 E. Gay St. Adams 1101	MBS	John S. McCarrens Carl M. Everson Harry H. Hoessly	John B. Moses Harry H. Hoessly Joseph E. Anderson	Radio Adv. Lang-Worth UP
	*WOSU	820 L-LS, Dallas	5,000	Ohio State University University Campus University 3148	....	Howard L. Bevis Robert C. Higgy	C. W. Pettegrew .... Charles Boehnker	.... PA, UP
DAYTON	WHIO	1290	5,000	Miami Valley Broadcasting Corp. 45 S. Ludlow St. Adams 2261	CBS	James M. Cox Jr. Robert H. Moody Lester Spencer	William Hamilton Garland Baldwin Ernest L. Adams	Hollingbery Cummings Standard UP
	WING	1410	5,000	Great Trails Broadcasting Corp. 121 N. Main St. Adams 3288	Blue	Charles Sawyer Ronald B. Woodyard Ronald B. Woodyard	Charles D. Miller .... Paul F. Braden	Weed Lang-Worth PA
FINDLAY	WFIN	1330	1,000-D	Findlay Radio Co. 500½ S. Main St. Main 1330	....	Fred R. Hover Grace E. Ingledue Fred R. Hover Fred R. Hover	Grace E. Ingledue Evelyn Hart Edgar Smith	.... Standard Lang-Worth INS
LIMA	WLOK	1240	250	Fort Industry Co. National Bank Bldg. 93161	NBC	George B. Storer Ralph Elvin Ralph Elvin	Frank Heibeck Ralph Elvin Jack Bannon	.... Thesaurus Standard Lang-Worth PA, INS, TP
MANSFIELD	WMAN	1400	250	Richland Inc. 144½ Park Ave. W. 4235	....	Monroe F. Rubin Orville E. Fields Orville E. Fields	Harry Lytle Orville E. Fields Perry Wilson	.... Standard UP, INS
MARION	WMRN	1490	250	Marion Broadcasting Co. WMRN Bldg. 2516	....	Robert T. Mason Robert T. Mason Robert T. Mason	Louis T. Marsh .... S. Robert Morrison	.... Thesaurus UP
PORTSMOUTH	WPAY	1400	250	Scioto Broadcasting Co. 1009 Gallia St. 1010	MBS	Chester A. Thompson Paul Wagner Paul Wagner	William O. Aldridge .... Maurice Myers	Cox & Tanz Lang-Worth UP
SPRINGFIELD	WIZE	1340	250	Radio Voice of Springfield Inc. 115 W. High St. 4955	Blue	Charles Sawyer Ronald B. Woodyard Reggie Martin Reggie Martin	Fred Kiiian Fred Kiiian Arthur Martin	.... Lang-Worth UP
STEUBENVILLE	WSTV	1340	250	Valley Broadcasting Co. Exchange Realty Bldg. 2-6265	MBS Tri-State	Meyer Wiesenthal John J. Laux John J. Laux	John L. Merdian John L. Merdian Joseph M. Troesch	.... Lang-Worth UP
TOLEDO	WSPD	1370	5,000	Fort Industry Co. 136 Huron St. Adams 3175	NBC	George B. Storer E. Y. Flanigan E. Y. Flanigan	M. T. Williams Al Ryhfel William Stringfellow	Katz Thesaurus Lang-Worth PA, INS
	WTOL	1230	250	Community Broadcasting Co. Madison Ave. Bell Bldg. Adams 3291	Blue	Frazier Reams Arch Shawd Gard Wallace	Jean Wright John Morgan Frank B. Ridgeway	Radio Adv. Associated Standard UP
WARREN	WRRN	1400	250	Nied & Stevens 108 Main Ave. SW 4490	....	Frank T. Nied Perry H. Stevens Russell W. Richmond Russell W. Richmond	Walter L. Davis Walter L. Davis William C. Minor	Burn-Smith Lang-Worth UP
YOUNGSTOWN	WFMJ	1450	250	The WFMJ Bcstg. Co. 101 W. Boardman St. 3-4121	Blue	William F. Maag Jr. William F. Maag Jr. Len Nasman	George L. Beebout Len Nasman Frank A. Dieringer	Headley-Reed Standard Lang-Worth PA, UP
	WKBN	570	5,000-LS 500-N CP-5,000-U	WKBN Broadcasting Corp. 17 N. Champion St. 4-2122	CBS	Warren P. Williamson Jr. J. L. Bowden J. L. Bowden	Gene Trace Gilbert Simon B. T. Wilkens	Raymer World Lang-Worth UP, TP
ZANESVILLE	WHIZ	1240	250	Southeastern Ohio Broadcasters Inc. Lind Arcade Bldg. 644	NBC	George B. Storer Allen L. Haid J. Robert Kerns	Allen L. Haid .... William A. Hunt	Blair Standard Lang-Worth PA

OKLAHOMA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
ADA	KADA	1230	250	C. C. Morris North Broadway 1212	Blue Oklahoma	C. C. Morris Weldon Stamps Weldon Stamps	Lillard Hill William Weaver William Lindsay	Radio Adv. UP
ARDMORE	KVSO	1240	250-LS 100-N	Ardmoreite Pub. Co. Inc. Hotel Ardmore 3030	Blue Oklahoma	John F. Easley Albert Riesen Hillis Bell	Dolly Dutton John E. Riesen George Milner	Radio Adv. PA
BARTLESVILLE	KWON	1400	250	Bartlesville Broadcasting Co. Union National Bank Bldg. 1400	....	Earl H. Jackson J. Fred Case Clyde Worthington	Jean Case J. Fred Case Gillette Warren Ownby	.... Lang-Worth PA
ELK CITY	KASA	1240	100	E. M. Woody Casa Grande Hotel 730	....	E. M. Woody Fred E. Mayhew Fred E. Mayhew	Joe Fenter Fred E. Mayhew Clive Lee Neel	....
ENID	KCRC	1390	1,000	Enid Radiophone Co. Willow & Kennedy 447	Blue Oklahoma	M. C. Garber Milton B. Garber H. P. Hale	.... Wayne H. Sandford Jr.	Walker World PA



This is Youngstown

Golden flames . . . shooting from a Bessemer converter, penetrate the night skies . . . identify the nation's fourth largest steel city.

Sixty-five thousand workers **. . . seven days a week . . . twenty-four hours a day. That's the schedule in this amazing centre of steel production. Steel for America's arms. Steel for America's future.**

WKBN—the *only* CBS station to serve this section of the nation, is the most powerful radio voice in Northeastern Ohio and Northwestern Pennsylvania—commands a potent influence among *1,599,819 people* within Primary earshot of its transmitter. These people spent over half a billion dollars in retail stores during 1940. They're spending much more now!

WKBN gets—and holds—this wide audience with Columbia's outstanding programs—*61% of total network commercial business!* The hit shows! The leading advertisers! It features a full schedule of CBS sustaining programs. It produces local programs that please.

This powerful Ohio station can mean more sales, more influence for you *now*, and in important postwar years.

5000 WATTS DAY—5000 WATTS NIGHT (CP)

570 K.C.—*Represented by Paul H. Raymer Co.*

WKBN

COLUMBIA BROADCASTING SYSTEM

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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OKLAHOMA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
LAWTON	KSWO	1150	250–D	Willard Carver & Byrne Ross Box 984 2370	....	{Willard Carver {Byrne Ross Byrne Ross Byrne Ross	.... Hoke Ross Hazel Ersland	.... Standard UP
MUSKOGEE	KBIX	1490	250	Oklahoma Press Publishing Co. Box 1512 303	Blue Oklahoma	Tams Bixby Jr. Jimmie Barry Jimmie Barry	Sally Miller .... D. W. Hoisington	Radio Adv. PA
NORMAN	*WNAD	640	1,000–D	University of Oklahoma Norman 900, Station 124	....	U. of Oklahoma Virginia Hawk	Richard V. Carter .... Franklin W. Harris	....
OKLAHOMA CITY	KOCY	1340	250	Plaza Court Broadcasting Co. Plaza Court 3-4333	MBS	John D. Thomas Matthew H. Bonebrake George Tarter	Bill Conine E. Allen Hall Harold Durham	Burn-Smith Associated Standard PA
	KOMA	1520	5,000	KOMA Inc. Biltmore Hotel 2-3291	CBS	J. T. Griffin Kenyon Brown Kenyon Brown	Dan Bowers Raymond Ruff Morris W. Thomas	Free & Peters Associated UP
	KTOK	1400	250	Oklahoma Broadcasting Co. Inc. Ramsey Tower 3-8352	Blue Oklahoma	Harold V. Hough Robert D. Enoch Frank J. Lynch	Russell V. Miller Harold Shreve Clifford Easum	Radio Adv. World PA, UP
	WKY	930	5,000–LS 1,000–N CP-5,000–U	WKY Radiophone Co. Skirvin Tower Hotel 3-4306	NBC	E. K. Gaylord Gayle V. Grubb Ralph Miller	John I. Prosser .... H. J. Lovell	Katz Thesaurus Standard PA
OKMULGEE	KHBG	1240	250	Okmulgee Broadcasting Corp. McCulloch Bldg. 3646	....	Pat Buford Pat Buford Dan Kenan	Nova Clarke Lucille Buford Chester Ludwick	.... UP
PONCA CITY	WBBZ	1230	250	Adelaide L. Carrell Ponca City	....	Adelaide L. Carrell	....	....
SHAWNEE	KGFF	1450	250	KGFF Broadcasting Co. Inc. Aldridge Hotel 4390	Blue Oklahoma	Oscar S. Stauffer Maxine Eddy Leroy Moses	Roy J. Bowman Maxine Eddy S. Ricciotti	Radio Adv. PA
TULSA	KOME	1340	250	Oil Capital Sales Corp. 910 S. Boston St. 3-4121	Blue MBS Oklahoma	Harry Schwartz H. E. Grimes B. M. Grotkop	Jim Neal Marie Battey Bob Elmore	Radio Adv. Standard PA
	KTUL	1430	5,000	Tulsa Broadcasting Co. Inc. National Bank of Tulsa Bldg. 2-3191	CBS	J. T. Griffin .... John Esau	Jack Hoffman John Esau Nathan Wilcox	Free & Peters World Lang-Worth UP
	KVOO	1170	25,000 SA-50,000–LS 25,000–N CP-50,000–U	Southwestern Sales Corp. Philtower Bldg. 2-2254	NBC	W. G. Skelly William B. Way Willard D. Egolf	Allan Page Walter L. Dennis L. W. Stinson	Petry Standard Lang-Worth PA, INS

OREGON

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
ALBANY	KWIL	1240	250	Central Willamette Bcstg. Co. 15th & Elm Sts. 870	MBS Don Lee Pacific	W. L. Jackson Chet Wheeler Hal Byer	Bob Reinholdt Warren Stoffer Herb Davidson	Griffith Keating Standard UP
ASTORIA	KAST	1230	250	Astoria Broadcasting Co. 1006 Taylor Ave. 95	MBS Don Lee Pacific	M. R. Chessman James C. Wallace James C. Wallace	Mrs. Mary Juhlin .... Raymond Williams	Biddick Cox & Tanz Keating Standard UP
BAKER	KBKR	1490	250	Baker Broadcasting Co. First & Court Sts. 140	....	Glenn McCormick Glenn McCormick K. Lockwood	.... Sidney Williams	Griffith Keating Thesaurus UP
BEND	KBND	1340	250	The Bend Bulletin Bend 848	....	The Bend Bulletin Frank H. Loggan John Jones	Eunice Flowers .... Robert Dicksinson	Biddick Keating Standard UP
CORVALLIS	*KOAC	550	5,000–LS 1,000–N	Oregon State Agricultural College Corvallis 526	....	State of Oregon Allen Miller	Allen Miller .... Grant S. Feikert	.... UP
THE DALLES	KODL	1230	250–LS 100–N	Western Radio Corp. The Dalles 2300	....	V. B. Kenworthy V. B. Kenworthy Glenn Howell	Margaret Kimsey Glenn Howell Gordon Jones	Biddick Keating UP
EUGENE	KORE	1450	250	Eugene Broadcast Station Route 3 3	MBS Don Lee Pacific	Frank L. Hill L. W. Trommlitz L. W. Trommlitz	Dolph Janes Day Foster Harold Gander	Blair Keating UP
GRANTS PASS	KUIN	1340	250	Southern Oregon Bcstg. Co. Box 148 192	Don Lee	A. E. Voorhies Ralph E. Smith Lawrence L. King	E. A. Malone Ralph E. Smith Edward A. Malone	Keating World PA
KLAMATH FALLS	KFJI	1240	100	KFJI Broadcasters 213 Main St. 5155	MBS Don Lee Pacific	J. A. Kincaid George Kincaid George Kincaid	Jack Keating Lee Jacobs Lon Hunt	Biddick Grant Keating World UP
LA GRANDE	KLBM	1450	250	Ben E. Stone Old Oregon Trail Highway 220	....	Ben E. Stone Ben E. Stone Clara Moss	.... Lee Ready	Biddick Keating Standard UP
MARSHFIELD	KOOS	1230	250	KOOS Inc. Hall Bldg. 432	MBS Don Lee Pacific	Sheldon F. Sackett Ben E. Stone Marcus F. DeLaunay	Sara Spaugh Mark DeLaunay Roger Spaugh	Biddick Keating UP

Special BONUS Coupon

With every purchase of WKY advertising this coupon entitles you to from

33% to 100% MORE LISTENERS

for your money—morning, afternoon or evening—than you can get from any other Oklahoma City station.

P. S.—You don't even need the coupon!

• The substantial extra measure of listeners which WKY gives advertisers is where the extra sales and extra profits come from that make WKY advertising extra low in cost.

On a numerical basis, WKY delivers more listeners morning, afternoon, and night in Oklahoma City than any other station . . . delivers more listeners, in fact, than all three other stations put together! And dollar for dollar, WKY delivers up to twice as many listeners as any of the other three stations.

A Hooper, a rate card, simple arithmetic, and plain logic are all you need to prove decisively that YOUR dollars are spent most effectively on WKY.

WKY
OKLAHOMA CITY
OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.
THE DAILY OKLAHOMAN AND TIMES ★ THE FARMER-STOCKMAN
KVOR, COLORADO SPRINGS ★ KLZ, DENVER (Affiliated Mgmt.)
REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

OREGON—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
MEDFORD	KMED	1440	1,000	Mrs. W. J. Virgin Ross Lane 4000	NBC Blue	Mrs. W. J. Virgin Lee Bishop Lee Bishop	.... Art Adler D. H. Rees	Keating Thesaurus UP
PENDLETON	KWRC	1240	250	Western Radio Corp. Pendleton 1425	....	V. B. Kenworthy Henry M. Hogue Henry M. Hogue	Rondi O'Gara Henry M. Hogue Paul E. Walden	Keating Lang-Worth UP
PORTLAND	KALE	1330	5,000	KALE Inc. New Heathman Hotel Atwater 7209	MBS Don Lee Pacific	C. W. Myers C. W. Myers Ted Kooreman	H. M. Swartwood Jr. Harry H. Buckendahl L. S. Bookwalter	Free & Peters Associated UP, INS
	*KBPS	1450 ST-KXL	100	Benson Polytechnic School 546 N.E. 12th St. Lancaster 4195	....	Benson Polytechnic School R. T. Stephens, Agent	Mary Elizabeth Gilmore .... L. Ballinger	....
	KEX	1190	5,000	Oregonian Publishing Co. 537 S.W. Sixth Ave. Atwater 2121	Blue	Caroline P. Leadbetter Arden X. Pangborn Norman J. Sugg	Homer Welch Jack Eichenberger Harold C. Singleton	Raymer Thesaurus PA, UP, INS
	KGW	620	5,000	Oregonian Publishing Co. 537 S.W. Sixth Ave. Atwater 2121	NBC	Caroline P. Leadbetter Arden X. Pangborn Norman J. Sugg	Homer Welch Jack Eichenberger Harold C. Singleton	Petry Thesaurus Lang-Worth PA, UP, INS
	KOIN	970	5,000	KOIN Inc. New Heathman Hotel Atwater 3333	CBS	C. W. Myers C. W. Myers Harry H. Buckendahl	H. M. Swartwood Jr. Harry H. Buckendahl L. S. Bookwalter	Free & Peters Associated World UP, INS
	KWJJ	1080	1,000	KWJJ Broadcast Co. Inc. 622 S.W. Salmon St. Atwater 4393	....	Wilbur J. Jerman John Egan John Egan	Art M. Morey Art M. Morey Wilbur J. Jerman	Burn-Smith Standard UP
	KXL	750 L-WSB	10,000	KXL Broadcasters Orpheum Bldg. Broadway 6451	....	Mrs. Frances R. Symons H. W. Wilson H. S. Jacobson	Fred Eichhorn .... Lew Ballinger	McGillvra Standard Lang-Worth UP
ROSEBURG	KRNR	1490	250-LS 100-N	News-Review Co. Umpqua Hotel 4	MBS Don Lee Pacific	Harris Ellsworth Marshall H. Pengra Marshall H. Pengra	Gilbert Walters Faith Young Henry Chandler	Keating Standard PA
SALEM	KSLM	1390	1,000	Oregon Radio Inc. 633 N. Front St. 6131	....	H. B. Read H. B. Read Earle W. Headrick	Bill Talbot Bill Talbot Clyde Carlton	Keating Lang-Worth UP

PENNSYLVANIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
ALLENTOWN	WSAN-WCBA	1470	500 CP-5,000	Lehigh Valley Broadcasting Co. 39 N. Tenth St. 9511	NBC Quaker	J. C. Shumberger Sr. B. Bryan Musselman B. Bryan Musselman	George Y. Snyder	.... World PA, UP
ALTOONA	WFBG	1340	250	Gable Broadcasting Co. 1320 11th Ave. 6467	NBC Quaker	George P. Gable Roy F. Thompson Roy F. Thompson	Dorothy M. Jones .... George R. Burgoon	Headley-Reed World Lang-Worth INS, TP
BUTLER	WISR	680	250-D	Butler Broadcasting Co. 357 N. Main St. 4701	....	David H. Rosenblum David H. Rosenblum Leon Bernard	Everett H. Neill Leon Bernard Paul Rex	Forjoe Holman World PA
DUBOIS	WCED	1230	250	Tri-County Broadcasting Co. 80 Park Place 1700	....	Harold T. Gray Jason S. Gray Les Ryder	Les Ryder Jason S. Gray Vernon Stahl	Spot Sales Lang-Worth Standard UP
EASTON	WEST	1400	250	Associated Broadcasters Inc. 516 Northampton St. 8001	MBS Mason-Dixon Quaker	Clair R. McCollough Elwood C. Anderson Elwood C. Anderson	Eugene Bethman Theodore Pierz J. E. Mathiot	Raymer Thesaurus UP
ERIE	WERC	1490	250	Presque Isle Broadcasting Co. 121 W. 10th St. 47-490	CBS	Jacob A. Young Charles E. Denny Ed Pearson	John J. Young .... Charles Jenks	Spot Sales Associated Lang-Worth UP
	WLEU	1450	250	WLEU Broadcasting Corp. Commerce Bldg. 23-327	Blue Quaker	Leo J. Omelian V. Hamilton Weir V. Hamilton Weir	Thomas Fleming .... Clarence Baker	.... World TP
GREENSBURG	WHJB	620	250-D	Pittsburgh Radio Supply House Penn Albert Hotel 3740	....	H. J. Brennen George J. Podeyn Robert M. Thompson	Howard L. Hoffman .... Walter W. McCoy	Spot Sales Lang-Worth UP
GROVE CITY	*WSAJ	1340-SH	100	Grove City College Crawford Hall 763	....	Grove City College H. W. Harmon	R. G. Walters .... Dale Smock	....
HARRISBURG	WHP	1460	5,000-LS 1,000-N	WHP Inc. 216 Locust St. 4-3211	CBS	Brig.Gen. E. J. Stackpole Jr. A. K. Redmond A. K. Redmond	Dick Redmond .... R. S. Duncan	Blair Standard UP
	WKBO	1230	250	Keystone Broadcasting Corp. 31 N. Second St. 4-0191	NBC MBS Mason-Dixon Quaker	Clair R. McCollough C. G. Moss C. G Moss	Lewis Munnell George O. Smith J. E. Mathiot	Raymer World UP
HAZLETON	WAZL	1450	250	Hazleton Broadcasting Service Inc. Hazleton National Bank Bldg. 1488	MBS Mason-Dixon Quaker	Clair R. McCollough Victor C. Diehm Victor C. Diehm	Thomas Tito William Beck J. E. Mathiot	Raymer Thesaurus UP
JOHNSTOWN	WJAC	1400	250	WJAC Inc. Tribune Annex 24-361	NBC Quaker	J. C. Tully J. C. Tully J. C. Tully	J. P. Foster .... Nevin L. Straub	Headley-Reed Thesaurus Lang-Worth UP
LANCASTER	WGAL	1490	250	WGAL Inc. 8 W. King St. 5252	NBC MBS Mason-Dixon Quaker	Clair R. McCollough Walter O. Miller Walter O. Miller	Ernest Stanziola Fullerton T. McGough J. E. Mathiot	Raymer Thesaurus UP

... IN THE PEOPLE'S CAUSE

. . . we devote these things

Our Broadcasting Facilities . . .

Our Initiative . . .

Our Unqualified Production Effort . . .

*. . . that the substance and
sinew of this area may be
better devoted to the
prosecution of a just war.*

KOIN

Portland, Oregon

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

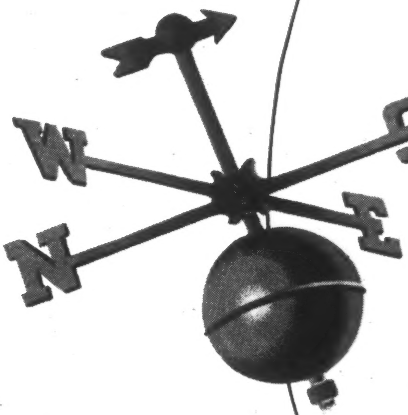
**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.*
LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
(Data corrected to January 1, 1943)

PENNSYLVANIA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
LEWISTOWN	WMRF	1490	250	Lewistown Broadcasting Co. Hotel Coleman 757	NBC	James S. Woods, V. P. Joseph M. Nassau Walter Kyle	A. Tyler Port Rita McCoy Bernard H. Bopp	Burn-Smith UP
NEW CASTLE	WKST	1280	1,000	WKST Inc. Cathedral Bldg. 5050	....	S. W. Townsend Arthur W. Graham Arthur Pryor	Bob Ferguson Bob Ferguson Robert Emch	Spot Sales Thesaurus Standard PA
NEW KENSINGTON	WKPA	1150	250-D	Allegheny-Kiski Broadcasting Co. 810 Fifth Ave. 3534	....	C. Russell Cooper Edward J. Kroen Edward J. Kroen	....	Cox & Tanz UP
PHILADELPHIA	KYW	1060	50,000	Westinghouse Radio Stations Inc. 1619 Walnut St. Locust 3760	NBC	Westinghouse—W. C. Evans Leslie Joy Benjamin McDonald	James P. Begley Harold M. Coulter Ernest Gager	NBC Spot Standard PA, UP Reuters
	WCAU	1210	50,000	WCAU Broadcasting Co. 1622 Chestnut St. Locust 7700	CBS	Leon Levy Leon Levy Alex Rosenman	Stan Lee Broza T. I. Oberfelder George Lewis	WCAU Raymer Bannan Reiter World Lang-Worth PA, TP
	WDAS	1400	250	WDAS Broadcasting Station Inc. 1211 Chestnut St. Locust 7400	....	Alexander W. Dannenbaum P. J. Stanton Alex. W. Dannenbaum Jr.	.... Charles Stahl Frank W. Unterberger	.... Lang-Worth INS
	WFIL	560	1,000	WFIL Broadcasting Co. Widener Bldg. Rittenhouse 6900	Blue Quaker	Samuel R. Rosenbaum Roger W. Clipp John E. Surrick	Edward C. Obrist William B. Caskey Louis E. Littlejohn	Katz Associated INS
	WHAT	1340 ST-WTEL	100	Independence Bcstg. Co. Ledger Bldg. Lombard 2390	....	David Stern 3rd Milton Laughlin Milton Laughlin	....	.... PA
	WIBG	990	1,000-D CP-10,000-U	Seaboard Radio Broadcasting Corp. 1425 Walnut St. Rittenhouse 2300	....	Paul F. Harron Edward D. Clery Edward D. Clery	Douglas Arthur Rupe Werling John H. Henninger	.... PA
	WIP	610	5,000	Pennsylvania Broadcasting Co. 35 S. Ninth St. Walnut 6800	MBS	Benedict Gimbel Jr. Benedict Gimbel Jr. Maj. Edward A. Davies	G. Edward Wallis Sam Serota Clifford C. Harris	Burn-Smith World PA, UP
	WPEN	950	5,000	William Penn Broadcasting Co. 1528 Walnut St. Pennypacker 9490	Atlantic Coast	Arde Bulova Arthur Simon Fred Deinert	Lewis London Gil Babbitt Charles W. Burtis	Foster Griffith
	WTEL	1340 ST-WHAT	100	Foulkrod Radio Engineering Co. 4310 N. Broad St. Gladstone 1310	....	E. Douglass Hibbs Henry N. Cocker Henry N. Cocker	E. Douglass Hibbs .... Gray D. MacLaughlin Jr.	....
PITTSBURGH	KDKA	1020	50,000	Westinghouse Radio Stations Inc. Grant Bldg. Grant 4200	NBC	Westinghouse—W. C. Evans James B. Rock J. S. deRussy	Robert E. White W. B. McGill Ted Kenney	NBC Spot Thesaurus Standard PA, UP
	KQV	1410	1,000	KQV Broadcasting Co. Chamber of Commerce Bldg. Grant 4860	Blue	H. J. Brennen George S. Wasser Robert M. Thompson Sr.	Ray Shannon George S. Wasser Walter W. McCoy	Spot Sales Standard Lang-Worth UP
	WCAE	1250	5,000	WCAE Inc. Wm. Penn Hotel. Atlantic 6900	MBS	Leonard Kapner Leonard Kapner Willard Schroeder	Clifton Daniel Willard Schroeder James Schultz	Katz World PA, INS
	WJAS	1320	5,000	Pittsburgh Radio Supply House 411 Seventh Ave. Grant 4860	CBS	H. J. Brennen H. J. Brennen Robert M. Thompson Sr.	James M. Hughes Robt. M. Thompson Sr. Walter W. McCoy	Rambeau TP
	WWSW	1490	250	WWSW Inc. Hotel Keystone Grant 5200	Quaker	Frank R. Smith Jr. Frank R. Smith Jr. Thomas B. Price	Walter E. Sickles John Wilkoff Henry R. Kaiser	.... Associated Standard PA
READING	WEEU	850	1,000-D	Berks Broadcasting Co. 533 Penn St. 7335	NBC	Clifford M. Chafey Clifford M. Chafey Robert G. Magee	.... Harold O. Landis	Hollingbery Standard Lang-Worth UP
	WRAW	1340	250	Reading Broadcasting Co. 533 Penn St. 7335	NBC Quaker	Clifford M. Chafey Raymond A. Gaul Arthur W. Chafey	J. Calvin Jackson .... H. O. Landis	Rambeau Thesaurus Lang-Worth UP
SCRANTON	WARM	1400	250	Union Broadcasting Co. Select Bldg. 4-1148	MBS Blue	Martin F. Memolo Martin F. Memolo Martin F. Memolo	Kenneth Beghold William Dawson Adolph Oschmann Jr.	Hollingbery Thesaurus UP
	WGBI	910 ST-WQAN	1,000-LS 500-N	Scranton Broadcasters Inc. 1000 Wyoming Ave. 6296	CBS Quaker	Frank Megargee Robert E. McDowell George D. Coleman	Frank Monaghan George D. Coleman Kenneth R. Cooke	Blair World Lang-Worth PA
	*WQAN	910 ST-WGBI	1,000-LS 500-N	Scranton Times Scranton	....	E. J. Lynett Estate	....	....
SHARON	WPIC	790	1,000-D	Sharon Herald Broadcasting Co. Pine Hollow Blvd. 4113	....	John Fahnline Jr. John Fahnline Jr. J. T. VanSweringen	Paul Gamble .... A. C. Heck	Wilson Associated UP
SUNBURY	WKOK	1240	250	Sunbury Broadcasting Corp. 1150 N. Front St. 1326	Quaker	H. H. Haddon Melvin Lahr Homer Smith	Paul Miller .... Cliff Kerstetter	Cox & Tanz Lang-Worth UP
UNIONTOWN	WMBS	590	1,000	Fayette Broadcasting Corp. Fayette Title & Trust Bldg. 800	CBS	Joseph C. Burwell Joseph C. Burwell Harry C. Burwell	Sullivan Sages Carl Jansen Harold Freuhan	Radio Adv. Thesaurus UP
WASHINGTON	WJPA	1450	250	Washington Broadcasting Co. George Washington Hotel 4870	....	William S. Yard John J. Laux John M. Croft	Stanley Schultz Charles R. DuVall Joseph M. Troesch	Spot Sales Lang-Worth UP

WCAU

PHILADELPHIA



50,000 Watts in all directions

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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PENNSYLVANIA—(Continued)

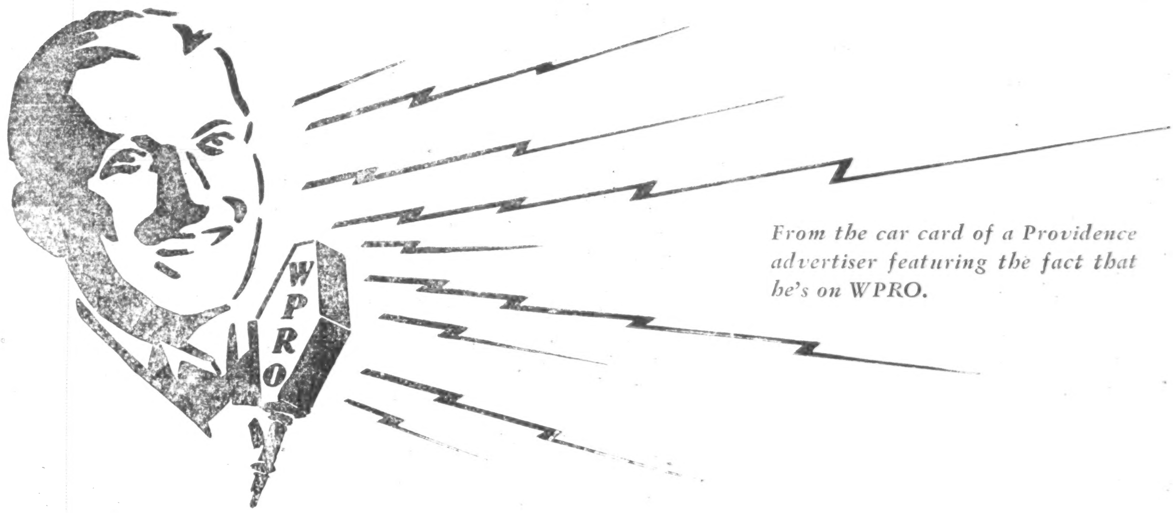
City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
WILKES-BARRE	WBAX	1240	100	John H. Stenger Jr. 141 S. Main St. 3-0196	MBS	John H. Stenger Jr. John H. Stenger Jr.	.... John H. Stenger Jr.	Burn-Smith Associated UP
	WBRE	1340	250	Louis G. Baltimore 62 S. Franklin St. 3-3101	NBC Quaker	Capt. Louis G. Baltimore A. C. Baltimore A. C. Baltimore	E. A. Hamrick A. C. Baltimore Charles Sakoski	.... PA
WILLIAMSPORT	WRAK	1400	250	WRAK Inc. 244 W. Fourth St. 2-6116	NBC Quaker	E. M. Case George E. Joy Thomas W. Metzger	Mary Helen Person J. Wright Mackey Louis N. Persio	McKinney Standard UP
YORK	WORK	1350	1,000	York Broadcasting Co. 13 S. Beaver St. 6629	NBC MBS Mason-Dixon Quaker	Clair R. McCollough Harold E. Miller Harold E. Miller	Arthur Weeks Leslie Golliday J. E. Mathiot	Raymer Standard UP
	WSBA	900	1,000–D	Susquehanna Broadcasting Co. R.F.D. No. 5 2676	....	Louis J. Appell Otis Morse IV Sydney Robbins	Max E. Robinson Saralee Deane Woodrow G. Eberhart	Walker Associated World PA, INS

RHODE ISLAND

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
PAWTUCKET	WFCI	1420	1,000	Pawtucket Broadcasting Co. 450 Main St. Perry 9540	Blue Atlantic Coast	Howard W. Thornley Frank F. Crook T. F. Allen	George L. Sutherland T. F. Allen Gilbert Johnson	Headley-Reed Standard TP
PROVIDENCE	WEAN	790	5000	Yankee Network Inc. Crown Hotel Dexter 1500	MBS Yankee	William F. O'Neil John Shepard 3rd Malcolm Parker Malcolm Parker	Rose Powers James Powers (Boston) Harold Tilley	Petry Associated Standard INS
	WJAR	920	5,000	Outlet Co. 176 Weybosset St. Gaspee 1071	NBC New England	Mortimer L. Burbank John J Boyle	.... Thomas Prior	Weed Bannan World
	WPRO	630	5,000	Cherry & Webb Broadcasting Co. 15 Chestnut St. Plantations 9776	CBS	William S. Cherry Jr. William T. Bush Hervey Carter	H. William Koster Albert C. Rider Howard W. Thornley	Raymer Foster Thesaurus PA, UP

SOUTH CAROLINA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
ANDERSON	WAIM	1230	250	Wilton E. Hall Anderson College 800	CBS	Wilton E. Hall Wilton Martin G. Paul Browne	Jimmy Simpson Wilton Martin Harold Spengler	.... World PA
CHARLESTON	WCSC	1390	1,000–LS 500–N	So. Carolina Broadcasting Co. Inc. Francis Marion Hotel 7611	CBS	John M. Rivers John M. Rivers Roland Weeks	Russ Long Heyward Moore James M. Weaver	Free & Peters Thesaurus UP
	WTMA	1250	1,000	Atlantic Coast Broadcasting Co. 135 Church St. 2-2961	NBC	Robert S. Manigault Robert E. Bradham Walter P. Speight	C. Wylie Calder .... Douglas M. Bradham	Hollingbery Standard PA
COLUMBIA	WCOS	1400	250	Carolina Broadcasting Corp. 1202 Main St. 2-5601	MBS Blue	H. F. Kincey W. C. Bochman Davis B. Spiers	Howard Hamrick Charles Roe Harry Clippard	Spot Sales Associated PA
	WIS	560	5,000	Surety Insurance Co. 1811 Main St. 2-2135	NBC	W. Frank Hipp Estate G. Richard Shafto J. D. Saumenig	Floyd D. Rodgers Jr. Harry S. DuVal Scott Helt	Free & Peters Thesaurus UP
FLORENCE	WOLS	1230	250	Florence Broadcasting Co. Inc. Sanborn Hotel 48	....	M. F. Schnibben R. O. Dorsey H. Russ Holt	Bill Simmons .... Herman Hanks	Cox & Tanz UP
GREENVILLE	WFBC	1330	5,000	Greenville News-Piedmont Co. Poinsett Hotel 362	NBC Blue Ridge	Roger C. Peace Beverly T. Whitmire William Clews	.... Loren L. Watson Jr. Clyde Etheridge	Weed Cook Thesaurus UP
	WMRC	1490	250	Textile Broadcasting Co. Prevost Bldg. 5730	MBS Blue	Robert A. Jolley W. Ennis Bray W. Ennis Bray	C. E. Campbell .... George D. Tate	Burn-Smith World PA
GREENWOOD	WCRS	1450	250	Grenco Inc. Box 868 4300	NBC	Douglas Featherstone Dan Crosland Ralph Norman	Newton Smyth .... Eugene C. Niemann	.... PA
SPARTANBURG	WORD	1400	250	Spartanburg Advertising Co. Radio Center 2900	Blue	A. B. Taylor Walter Brown G. O. Shepherd Tommy Nolan	Jim Reppert .... Ralph Bennett	Hollingbery Standard PA, UP
	WSPA	950	5,000–LS 1,000–N	Spartanburg Advertising Co. Radio Center 2900	CBS	A. B. Taylor Walter J. Brown John W. Kirkpatrick John W. Kirkpatrick	Sterling W. Wright Roger Shaffer Ralph Bennett	Hollingbery World UP
SUMTER	WFIG	1340	250	Radio Station WFIG Inc. 39 N. Main St. 1340	Blue	J. Samuel Brody T. Doug Youngblood L. W. Folsom	Allison Keels Dorothy Boney W. E. Williams	Cox & Tanz World UP



From the car card of a Providence advertiser featuring the fact that he's on WPRO.

Be smart . . use the station that's FIRST CHOICE of most Providence advertisers . . . . at the same low rates they pay

WPRO

THE NEWS STATION OF RHODE ISLAND

WPRO consistently carries more local advertising than any other Rhode Island station . . . ask your wholesale and retail outlets in the Providence area . . . THEY KNOW.

Note!

RATES: One rate card; the same low rates to every class of advertiser.

COVERAGE: First on the dial. 630 Kc. 5000 Watts (Day and Night) Stronger Primary Signal over GREATER area. Larger secondary area.

NEWS: Most complete service — Associated Press and United Press by direct wire to WPRO newsroom — *plus* CBS World Coverage.

PROGRAM SERVICE: Basic CBS Station—complete Columbia Program Service.

CHERRY & WEBB BROADCASTING COMPANY

15 Chestnut Street, Providence, R. I.

National Representative: Paul H. Raymer Company

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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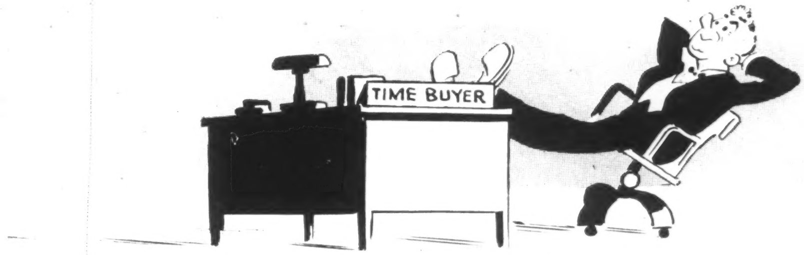
(Data corrected to January 1, 1943)

SOUTH DAKOTA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
ABERDEEN	KABR	1420	5,000	Aberdeen Broadcast Co. 117½ S. Main St. 4626	MBS No. Central	H. C. Jewett Jr. A. A. Fahy A. A. Fahy	Aileen Johnson .... Delbert T. Hunt	Walker PA
PIERRE	KGFX	630-SH	200-D	Estate of Dana McNeil 203 W. Summit Ave. 351	....	Ida A. McNeil Ida A. McNeil Ida A. McNeil	....	Cox & Tanz
RAPID CITY	KOBH	1400	250	Black Hills Broadcast Co. Alex Johnson Hotel 2000	....	C. A. Quarnberg Robert J. Dean George E. Bruntlett	Dorothy Krone W. P. McCracken M. J. Jones	.... Lang-Worth UP
	*WCAT	1230-SH	100-D	South Dakota School of Mines E. St. Joe St. 1600	....	Joseph P. Connolly C. M. Rowe	Lewis Binegar .... E. E. Clark	....
SIOUX FALLS	KELO	1230	250	Sioux Falls Broadcast Assn. Inc. 317 S. Phillips Ave. 757	NBC	Joseph & Morton Henkin S. Fantle Jr. Morton Henkin George R. Hahn	.... Verl K. Thomson Max F. Staley	Wilson PA, UP
	KSOO	1140 L-WRVA	5,000	Sioux Falls Broadcast Assn. Inc. 317 S. Phillips Ave. 757	NBC	Joseph & Morton Henkin S. Fantle Jr. Morton Henkin George R. Hahn	.... Verl K. Thomson Max F. Staley	Wilson Thesaurus PA, UP
VERMILLION	*KUSD	920 ST-KFNF	500	University of South Dakota University Campus 209J	....	I. D. Weeks G. Russell Bauer	Thomas Steensland .... Thomas H. Bedwell	....
WATERTOWN	KWAT	1240	250	Midland National Life Ins. Co. Midland Bldg. 777	....	Midland Nat. Life Ins. Co. F. L. Bramble M. W. Plowman	Bruce C. Krause M. W. Plowman Frances Alwin	.... UP
YANKTON	WNAX	570	5,000-LS 1,000-N CP-5,000-U	WNAX Broadcasting Co. Yankton 443	CBS	Gardner Cowles Jr. Phil Hoffman Phil Hoffman	Arthur J. Smith .... Clif Todd	Katz Standard PA, UP

TENNESSEE

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
BRISTOL	WOPI	1490	250	Radiophone Bcstg. Sta. WOPI Inc. 410 State St.	NBC Blue Ridge Daniel Boone	W. A. Wilson W. A. Wilson Roy L. Russell	Fey Rogers W. A. Wilson Robert H. Smith	Burn-Smith Cummings Thesaurus PA, UP
CHATTANOOGA	WAPO	1150	5,000-LS 1,000-N	Mrs. W. A. Patterson Read House 6-6141	NBC	Mrs. W. A Patterson R. G. Patterson R. N. Krepps	Helen H. Patterson Helen H. Patterson B. B. Barnes	Headley-Reed Thesaurus PA
	WDEF	1400	250	Joe Engel Volunteer Bldg. 6-5664	Blue MBS	Joe W. Engel Frank S. Lane Ken Flenniken	Vann Campbell .... B. C. Baker	Burn-Smith Standard UP
	WDOD	1310	5,000	WDOD Broadcasting Corp. Hamilton National Bank Bldg. 6-5117	CBS	Lt. Norman Thomas, USN Earl W. Winger Earl W. Winger Carter M. Parham	Eugene Wilkey Cliff W. Bowers Julius C. Vessells	Raymer Associated Lang-Worth UP
CLARKSVILLE	WJZM	1400	250	William Kleeman Masonic Temple Bldg 499	MBS	William Kleeman W. E. Williams Tom White	Howard Byrum Tom White	.... Standard PA
COOKEVILLE	WHUB	1400	250	WHUB Inc. 523 E. Spring St. 200	....	M. L. Medley Bill Reeves M. L. Medley	Bill Reeves M. L. Medley Charles R. Burch	Cox & Tanz Standard UP
JACKSON	WTJS	1390	1,000	Sun Publishing Co. 104 W. Baltimore St. 3340	MBS	C. E. Pigford A. B. Robinson A. B. Robinson	Ottis Roush A. B. Robinson B. Carey Brummell	Branham Standard PA, UP
JOHNSON CITY	WJHL	910	1,000	WJHL Inc. 412 S. Roan St.	Blue	W. Hanes Lancaster W. Hanes Lancaster Ken Marsh	Henry Frick Ken Marsh O. K. Garland	Wilson Standard UP
KINGSPORT	WKPT	1400	250	Kingsport Broadcasting Co. Inc. 222 Commerce St.	NBC Blue Ridge Daniel Boone	C. P. Edwards Jess Swicegood Jess Swicegood	Paul Overbay .... G. W. Upchurch	Burn-Smith Cummings Standard Lang-Worth UP
KNOXVILLE	WBIR	1240	250	J. W. Birdwell 618 S. Gay St. 4-3321	Blue MBS	J. W. Birdwell John P. Hart John P. Hart	Charles DeVois John P. Hart Fletcher Ball	Burn-Smith Associated UP
	WNOX	990	10,000	Scripps-Howard Radio Inc. 110 S. Gay St. 3-3171	CBS	Jack R. Howard R. B. Westergaard R. B. Westergaard	Lowell Blanchard C. B. Davis	Branham Standard Lang-Worth UP
	WROL	620	1,000-LS 500-N	Stuart Broadcasting Co. 531 S. Gay St. 2-7111	NBC	S. E. Adcock S. E. Adcock C. H. Frazier	John Reese Fred Pfahler Owen McReynolds	Blair Cummings Thesaurus PA
MEMPHIS	WHBQ	1400	250	Broadcasting Station WHBQ Inc. Hotel Gayoso 8-6868	....	Thomas Thompson E. A. Alburty E. A. Alburty	E. H. McMurray Jr. .... Welton M. Roy	Rambeau Lang-Worth PA, UP
	WMC	790	5,000	Memphis Publishing Co. 3rd & Madison 8-7464	NBC Arkansas So. Central	John H. Sorrells H. W. Slavick J. C. Eggleston	John H. Cleghorn Clifford Goodman E. C. Frase Jr.	Branham Thesaurus Lang-Worth UP

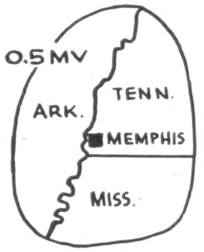


WHAT DO I THINK OF FIRST WHEN I CHOOSE A RADIO STATION?

"The very first thing I want to know about is the power of the station....and its network affiliation. These two things pretty well give me a starting point in determining what I can expect it to do."

WMC is 5,000 watts, day and night, affiliated with N.B.C.

"The next thing I like to check on is the coverage of the station....its potential and actual listening area....facts and figures relating to these very important factors. I like for these figures to be accurate, simply stated, and generally compiled by a disinterested third party."



WMC has a strong signal, with daytime primary coverage of about 150 miles radius, according to McNary and Chambers, independent consulting engineers of Washington, D.C.

"Then I'd like to know something about the background of the station....something that would give me a picture of the listening loyalty of the station....its standing in the community it serves, its general program structure in a broad sense."

Since 1923, WMC, owned and operated by the Commercial Appeal, has consistently brought to Mid-South listeners, top entertainment programs, features of public interest and convenience.

"Then I'd like to know how the station compares with other stations in the market....how its programs compare with those of competing stations in popularity. Naturally, I like to schedule my campaigns where I can be assured of the greatest possible listening audience."

The Hooper rating of the four Memphis radio stations shows WMC, month after month, has better than 40% of the entire Memphis listening audience!

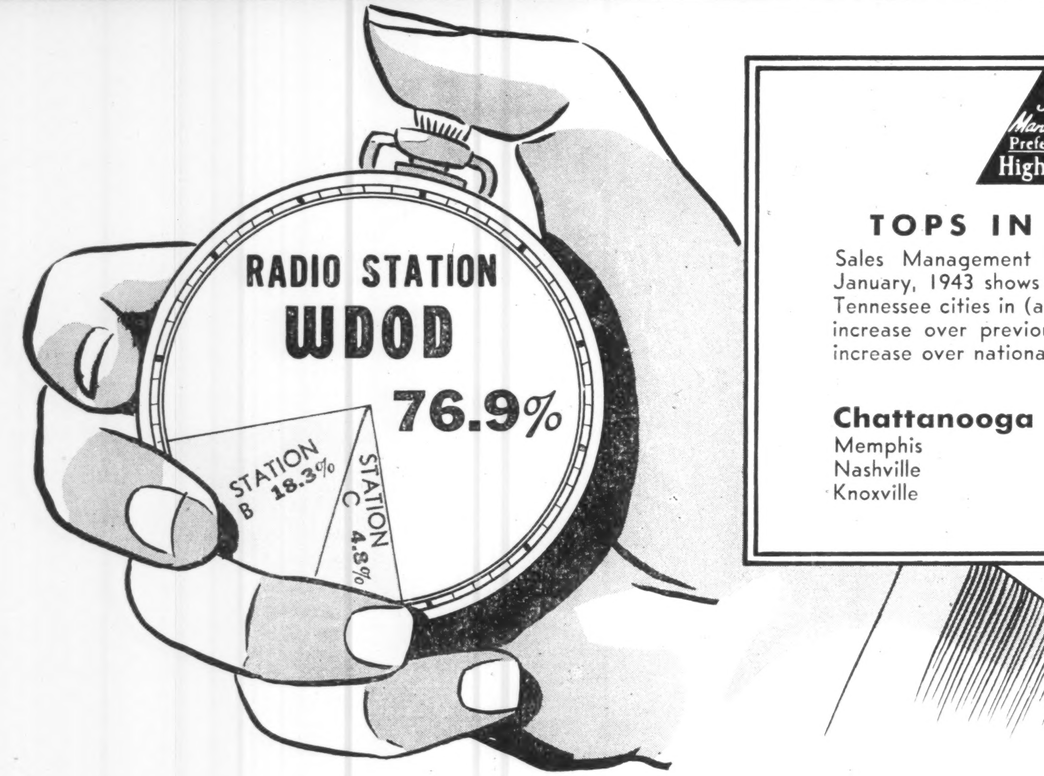
"After checking these points, I'm convinced that the first station in the Memphis market is WMC. For coverage, for loyal listeners, for prestige....you can't beat WMC in Memphis."

WMC

MEMPHIS, TENN.

REPRESENTED NATIONALLY BY
THE BRANHAM CO.
Owned and Operated By
THE COMMERCIAL APPEAL

CLOCK THE TIME SALES IN CHATTANOOGA!



A
Sales Management
Preferred List
High-Spot City

TOPS IN TENNESSEE!

Sales Management High-Spot forecast for January, 1943 shows Chattanooga leading all Tennessee cities in (a) retail sales and services increase over previous January, and (b) net increase over national norm of 100.

	A	B
Chattanooga	**120.0**	**114.3**
Memphis	114.0	109.6
Nashville	113.2	107.8
Knoxville	109.3	104.1

A RECENT survey based on actual national spot business placed with Chattanooga radio stations, showed WDOD the overwhelming preference of time buyers throughout the nation. 76.9% of all national spot business placed in Chattanooga is awarded WDOD, with 18.3% going to Station "B", and 4.8% going to Station "C".

No other fact can more eloquently illustrate the job WDOD is doing for advertisers in the Chattanooga Market.

With its 5,000 watts power day and night, WDOD, now enjoying its 18th year of dominance in Chattanooga, is truly the station in this rich, productive area.

THE TIME-BUYERS' STATION

time
to
buy
on

WDOD

CBS FOR CHATTANOOGA, TENN.

5,000 WATTS DAY AND NIGHT

NATIONAL REPRESENTATIVES
PAUL H. RAYMER CO.

THE *Original* GRAND OLE OPRY

Preferred by 5 out of 6 Radio Listeners

For 17 years we have known that people liked the Grand Ole Opry. So firmly and unequivocally is it a part of America that one program each Saturday night in the past twelve months has played to a paid visual audience of over 136,000 . . . plus millions of radio listeners. And, to confirm our belief, in a recent post card survey we found that five out of six radio listeners replying from 13 states preferred WSM's Grand Ole Opry to any other Saturday night program!

A top show . . . . a market that has enjoyed 42.8% of America's population increase in the last year . . . . a market with a cash farm income of *$3,321,753,000.00 . . . . 50,000 watts on a clear channel . . . . that's WSM's Grand Ole Opry, an unusual advertising opportunity.

*SOURCE: DEP'T. OF AGRICULTURE, BUREAU OF ECONOMICS

Air Castle of the South
W E
50,000 WATTS CLEAR CHANNEL

WSM

HARRY L. STONE, Gen'l. Mgr. NASHVILLE, TENNESSEE

OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued. LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.*

(Data corrected to January 1, 1943)

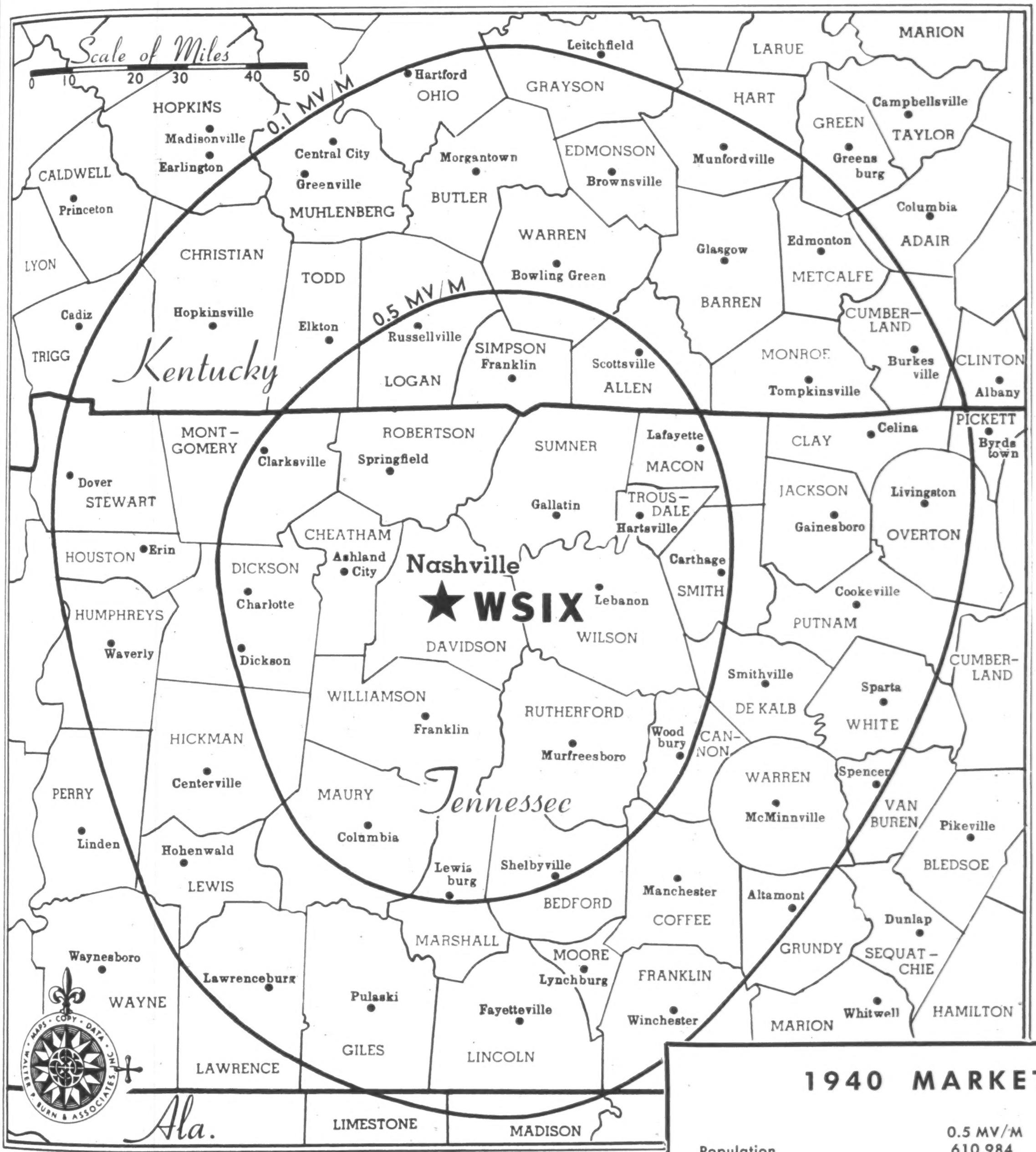
TENNESSEE—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
MEMPHIS *(Continued)*	WMPS	1460	1,000–LS 500–N	Memphis Broadcasting Co. 62 N. Main St. 5-2721	Blue MBS	Jack R. Howard James C. Hanrahan Harold R. Krelstein	James C. Hanrahan Mrs. Mildred R. Flippin Joseph G. Deaderick	Spot Sales Standard UP
	WREC	600	5,000	WREC Broadcasting Service Hotel Peabody 5-1313	CBS	Hoyt B. Wooten Hoyt B. Wooten Hollis R. Wooten	Roy Wooten .... S. D. Wooten	Katz World UP
NASHVILLE.........	WLAC	1510	50,000	WLAC Broadcasting Service Third National Bank Bldg. 6-0161	CBS	J. T. Ward F. C. Sowell Jr. F. C. Sowell Jr.	Paul Oliphant R. N. Maddux F. D. Binns	Raymer World Lang-Worth UP
	WSIX	980	5,000	WSIX Inc. Nashville Trust Bldg. 5-5431	Blue MBS Southern	Jack M. Draughon Jack M. Draughon Eugene S. Tanner	Jack Wolever Jr. Jack Wolever Jr. Bascom E. Porter	Spot Sales Associated Standard Lang-Worth PA
	WSM	650	50,000	National Life & Accident Ins. Co. 301 Seventh Ave. N. 6-7181	NBC	Edwin W. Craig Harry Stone Winston S. Dustin	Jack Stapp Albert E. Gibson George Reynolds	Petry Associated Lang-Worth PA, INS

TEXAS

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
ABILENE...........	KRBC	1450	250	Reporter Broadcasting Co. Hilton Hotel 6255	MBS Texas State	M. B. Hanks Howard Barrett A. C. Etter	Charles E. Chumley Jr. .... J. B. Casey	Foreman PA
AMARILLO.........	KFDA	1230	250	Amarillo Broadcasting Corp. 109 E. Fifth St. 5343	MBS Texas State	Gilmore N. Nunn H. P. Robertson H. P. Robertson	Bonnie Bennett Bonnie Bennett Howard Blaker	.... INS
	KGNC	1440	5,000–LS 1,000–N	Plains Radio Bcstg. Co. Radio Bldg. 4242	NBC Lone Star	O. L. Taylor John Ballard John Ballard	Raymond Hollingsworth Raymond Hollingsworth William H. Torrey	Wilson World Lang-Worth UP
AUSTIN.............	KNOW	1490	250	Frontier Broadcasting Co. Inc. Norwood Bldg. 2-6213	MBS Blue Texas State	H. M. Fentress Hardy C. Harvey Hardy C. Harvey	Pat Adelman Scott Garrison James E. Lewis	Spot Sales UP
	KTBC	1150 SH-WTAW	1,000–D	State Capital Bcstg. Assn. Inc. 119-A West 8th St. 8-4661	....	R. B. Anderson Aubrey H. Escoe Aubrey H. Escoe	Dean Turner .... Gordon Farmer	Walker Thesaurus INS
BEAUMONT........	KFDM	560	1,000	Beaumont Broadcasting Corp. Box 2950 3883	Blue Lone Star	C. W. Snider C. B. Locke C. B. Locke	John M. Whitney B. R. Patterson Lawrence Sanders	Wilson Thesaurus UP
	KRIC	1450	250	KRIC Inc. 130 Wall St. 4200	....	Mrs. J. L. Mapes Jack Neil G. L. Kirk	Joe S. Trum .... Ray Wheeler	Branham World PA
BIG SPRING........	KBST	1490	100	Big Spring Herald Bcstg. Co. 702 Johnson St. 1500	MBS Texas State	Howard Barrett Jack Wallace Jack Wallace	H. M. Terry Charles White Andrew M. Jones	Foreman Standard PA
BRADY.............	KNEL	1490	250–LS 100–N	G. L. Burns Brady 77	....	G. L. Burns G. L. Burns	....	Cox & Tanz
BROWNSVILLE.....	KEEW	1490	250–LS 100–N	Eagle Broadcasting Co. San Benito Highway 9518	....	E. E. Wilson Ingham S. Roberts Ingham S. Roberts	Clovis Weller .... E. E. Liverance	Forjoe
BROWNWOOD......	KBWD	1380	1,000–LS 500–N	Brown County Broadcasting Co. 800 Hawkins St. 2401	....	Wendell Mayes Wendell Mayes A. D. Whisenant	Steve Garrett Tee Corbett A. W. Stewart	Wilson Thesaurus PA
COLLEGE STATION.	*WTAW	1150 SH-KTBC	1,000–D	A. & M. College of Texas College Station 4-6724	....	A. & M. College of Texas	John O. Rosser .... H. C. Dillingham	....
CORPUS CHRISTI...	KEYS	1490	250	Nueces Broadcasting Co. Centre Theatre Bldg. 2-7411	....	Partnership H. B. Lockhart E. C. Hughes	Bill Sharpe .... H. B. Lockhart	Forjoe Thesaurus UP
	KRIS	1360	1,000	Gulf Coast Broadcasting Co. Robert Driscoll Hotel 6354	NBC MBS Lone Star	M. Tilford Jones T. Frank Smith Fred Burr	Charles Nethery .... Gerald R. Chinski	Branham Lang-Worth PA
CORSICANA........	KAND	1340	250	Navarro Broadcasting Assn. Corsicana 30	....	J. C. West Earle Fletcher Grady Lyle	Charles Payne .... Jack Cecil	Holman UP
DALLAS............	KGKO	570	5,000	**(See Fort Worth, Tex.)**				
	KRLD	1080	50,000	KRLD Radio Corp. Adolphus Hotel Central 6811	CBS	Albert Swinsky Jr. Clyde W. Rembert Clyde W. Rembert	Ruth Clem J. W. Crocker Roy M. Flynn	Branham Standard PA, INS, UP
	KSKY	660	1,000–D	Chilton Radio Corp. Hotel Stoneleigh Central 6193	....	A. L. Chilton A. L. Chilton R. G. Terrill	.... R. G. Terrill Morris M. Ming	.... Associated PA
	WFAA	820 ST-WBAP	50,000	A. H. Belo Corp. Santa Fe Bldg. Riverside 9631	NBC Texas Quality	James M. Moroney {Martin B. Campbell {Alex Keese	Ralph W. Nimmons .... Raymond Collins	Petry Thesaurus Lang-Worth UP
	WRR	1310	5,000	City of Dallas Municipal Radio Bldg. Tenison 3-6101	MBS Texas State	City of Dallas Charles B. Jordan Charles B. Jordan	Pete Teddlie Pete Teddlie Durward J. Tucker	Weed PA
DENTON...........	KDNT	1450	100	Harwell V. Shepard Kimbrough Bldg. 276	....	Harwell V. Shepard Harwell V. Shepard Harwell V. Shepard	Mary Grace Smith Harwell V. Shepard Harwell V. Shepard	.... UP

COVERING
the Nashville Market


Scale of Miles
0
10
20
30
40
50
0.1 MV/M
0.5 MV/M
Kentucky
Tennessee
Ala.
Nashville
★WSIX
HOPKINS
Madisonville
Earlington
CALDWELL
Princeton
LYON
Cadiz
TRIGG
CHRISTIAN
Hopkinsville
Hartford
OHIO
Central City
Greenville
MUHLENBERG
TODD
Elkton
Leitchfield
GRAYSON
Morgantown
BUTLER
EDMONSON
Brownsville
WARREN
Bowling Green
Russellville
LOGAN
SIMPSON
Franklin
Scottsville
ALLEN
LARUE
HART
Munfordville
MARION
GREEN
Greensburg
Campbellsville
TAYLOR
Columbia
ADAIR
Glasgow
BARREN
Edmonton
METCALFE
CUMBERLAND
MONROE
Tompkinsville
Burkesville
CLINTON
Albany
MONTGOMERY
Clarksville
Dover
STEWART
ROBERTSON
Springfield
SUMNER
Gallatin
Lafayette
MACON
TROUSDALE
Hartsville
CLAY
Celina
PICKETT
Byrdstown
JACKSON
Gainesboro
Livingston
OVERTON
HOUSTON
Erin
CHEATHAM
Ashland City
DICKSON
Charlotte
Dickson
HUMPHREYS
Waverly
DAVIDSON
Lebanon
WILSON
Carthage
SMITH
Cookeville
PUTNAM
CUMBERLAND
Smithville
DE KALB
Sparta
WHITE
WILLIAMSON
Franklin
RUTHERFORD
Murfreesboro
Woodbury
CANNON
HICKMAN
Centerville
PERRY
Linden
MAURY
Columbia
Lewisburg
Shelbyville
BEDFORD
WARREN
McMinnville
Spencer
VAN BUREN
Pikeville
BLEDSOE
Hohenwald
LEWIS
Manchester
COFFEE
Altamont
GRUNDY
Dunlap
SEQUATCHIE
MARSHALL
MOORE
Lynchburg
FRANKLIN
Winchester
Whitwell
MARION
HAMILTON
Waynesboro
WAYNE
Lawrenceburg
LAWRENCE
Pulaski
GILES
Fayetteville
LINCOLN
LIMESTONE
MADISON
MAPS · COPY · DATA · WALTER P. BURN & ASSOCIATES, INC.

WSIX

5000 W. **980 KC.**

NASHVILLE, TENN.

THE BLUE NETWORK

WSIX, now operating with 5000 Watts, covers 107,100 Radio Homes in Tennessee and Kentucky with a Primary Signal.

0.5 MV/M and 0.1 MV/M measured by Ring and Clark, Radio Engineers, July, 1942.

National Representatives

SPOT SALES, INC.

New York Chicago San Francisco

1940 MARKET DATA

	0.5 MV/M	0.5 MV/M-0.1 MV/M	Total
Population	610,984	653,510	1,264,494
Families	156,908	155,914	312,822
Radio Homes	107,100	95,100	202,200
Total Retail Stores	6,755	5,944	12,699
Sales, $	144,078	72,039	216,117
Food Stores	2,299	1,979	4,278
Sales, $	33,282	15,624	48,906
General Merchandise Stores	270	265	535
Sales, $	17,400	7,758	25,158
Filling Stations	827	834	1,661
Sales, $	11,542	6,988	18,530
Drug Stores	238	158	396
Sales, $	6,284	2,705	8,989
Other Stores	3,121	2,708	5,829
Sales, $	75,570	38,964	114,534

All money values in thousands of dollars.
Radio homes by Joint Committee Radio Research 1938 percentages of 1940 families (occupied dwelling units).
All other data from sixteenth decennial Census of U. S., 1940.

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued. LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.*

(Data corrected to January 1, 1943)

TEXAS—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
EL PASO	KROD	600	1,000-LS 500-N	Dorrance D. Roderick 2201 Wyoming St. Main 2020	CBS	Dorrance D. Roderick Val Lawrence Cecil L. Trigg	Ted Gates Arthur B. Smith Edward P. Talbott	Wilson Associated INS
	KTSM	1380	1,000-LS 500-N	Tri-State Broadcasting Co. Inc. Hotel Paso Del Norte Main 3122	NBC	Mrs. L. E. Bredberg Karl O. Wyler Willard L. Kline	Karl O. Wyler Eric Munro E. L. Gemoets	Hollingbery Thesaurus Lang-Worth UP
FORT WORTH	KFJZ	1270	5,000	Tarrant Broadcasting Co. 1201 W. Lancaster St. 3-3474	MBS Texas State	Mrs. Elliott Roosevelt Gene L. Cagle Clyde Pemberton	George Erwin L. Roy Duffy Truett Kimzey	Weed Standard UP
	KGKO	570	5,000	KGKO Broadcasting Co. Medical Arts Bldg., Ft. Worth Santa Fe Bldg., Dallas Ft. Worth, 3-1234 Dallas, Riverside 9631	Blue Lone Star	Harold Hough, Ft. Worth J. M. Moroney, Dallas Martin B. Campbell, mg. dir. Geo. Cranston, Ft. Worth Alex Keese, Dallas H. R. Turner	Ed Lally, Ft. Worth Ralph Nimmons, Dallas .... R. C. Stinson, Ft. Worth Raymond Collins, Dallas	Petry World PA, UP
	WBAP	820 ST-WFAA	50,000	Carter Publications Inc. Medical Arts Bldg. 3-1234	NBC Texas Quality	Amon G. Carter Harold V. Hough Martin Campbell George Cranston H. R. Turner	Ed Lally Elbert Haling R. C. Stinson	Petry World PA
GALVESTON	KLUF	1400	250	KLUF Broadcasting Co. Inc. 6002 Broadway 6676	....	George Roy Clough George Roy Clough C. V. Bracht	Helen D. Clough C. V. Bracht Lee Clough	.... Standard Lang-Worth UP
HARLINGEN	KGBS	1240	250	Harbenito Broadcasting Co. P. O. Box 711 1400	....	McHenry Tichenor Ingham S. Roberts Troy McDaniel	Steel McClanahan Ingham S. Roberts Marvin D. Myers	Forjoe Associated PA
HOUSTON	KPRC	950	5,000	Houston Printing Corp. Lamar Hotel Fairfax 7101	NBC Texas Quality	W. P. Hobby Kern Tips Kern Tips	Jack McGrew .... H. T. Wheeler	Petry Thesaurus PA
	KTRH	740	50,000	KTRH Broadcasting Co. Rice Hotel Preston 4361	CBS	Houston Chronicle B. F. Orr Ray E. Bright	Harry Grier George McCormick King H. Robinson Tom L. Hiner	Blair World UP
	KXYZ	1320	5,000	Harris County Broadcast Co. Gulf Bldg. Capitol 6151	MBS Blue Lone Star	M. Tilford Jones T. Frank Smith T. Frank Smith	Charles Nethery .... Gerald R. Chinski	Branham Lang-Worth PA
HUNTSVILLE	KSAM	1490	250-D	W. J. Harpole & J. C. Rothwell Houston Highway 666	....	Partnership J. C. Rothwell J. B. McShan	J. C. Rothwell J. B. McShan Jesse Simms	....
KILGORE	KOCA	1240	250	Oil Capitol Bcstg. Assn. Kilgore 616	....	Roy G. Terry Roy G. Terry Roy G. Terry	Dorothy Baker Dorothy Baker Dorothy Baker	....
LAREDO	KPAB	1490	250	Laredo Broadcasting Co. Hamilton Hotel 2576	....	Howard W. Davis Howard W. Davis George G. Geyer	George Daisa .... Hulan K. Smith	Forjoe Cox & Tanz PA
LONGVIEW	KFRO	1370	1,000	Voice of Longview Glover-Crim Bldg. 411	....	James R. Curtis James R. Curtis T. R. Putnam	....	Wilson Lang-Worth UP
LUBBOCK	KFYO	1340	250	Plains Radio Broadcasting Co. 914 Avenue J 5567	Texas State	O. L. Taylor DeWitt Landis DeWitt Landis	R. B. McAlister Rex Webster W. S. Bledsoe	Wilson World Lang-Worth UP
LUFKIN	KRBA	1340	250	Red Lands Broadcasting Assn. 108½ S. First St. 272	....	Ben T. Wilson Darrell E. Yates Darrell E. Yates	Richman Lewin Darrell E. Yates Kenneth Heizer	Cox & Tanz Standard PA
MIDLAND	KRLH	1230	250	Clarence Scharbauer Estate 117 S. Lorainne 1070	MBS Texas State	Clarence Scharbauer Estate Boyd Kelley Boyd Kelley	Wilson Monroe Wayne Harrell H. F. Ridgway	Cox & Tanz Standard Lang-Worth UP
PALESTINE	KNET	1450	100-D	Palestine Broadcasting Corp. Municipal Bldg. 411	....	Bert Horswell Bert Horswell Bert Horswell	M. Stevens .... Frank Goodson	Cox & Tanz Standard TP
PAMPA	KPDN	1340	100	R. C. Hoiles Box 1701 1100	....	R. C. Hoiles H. E. Kreiger Paul Hill	Harry Wahlberg .... H. E. Kreiger	Forjoe World PA
PARIS	KPLT	1490	250	North Texas Broadcasting Co. Gibraltar Hotel 1124	MBS Texas State	A. G. Mayse Lewis O. Seibert Lewis O. Seibert	Helen Wilhite .... Mitchell Secrest	Foreman Standard PA
PECOS	KIUN	1400	100	Jack Hawkins & Barney Hubbs 306 S. Cedar St. 21	....	Jack W. Hawkins Barney Hubbs Jack W. Hawkins	....	.... UP
PORT ARTHUR	KPAC	1250	500	Port Arthur College 1515 Lakeshore Drive 7458	MBS	Carl Vaughan Glenn Hewitt Glenn Hewitt	Marjorie Vickers .... Glenn Boatright	Burn-Smith Standard PA, INS
SAN ANGELO	KGKL	1400	250	KGKL Inc. St. Angelus Hotel 6715	MBS Texas State	KGKL Inc. Lonnie Preston Lonnie Preston	Jack Maynard .... Frank Jones	Foreman PA
SAN ANTONIO	KABC	1450	250	Alamo Broadcasting Co. Inc. Milam Bldg. Fannin 3126	Blue MBS Texas State	R. Early Willson R. Early Willson William H. Joekel	Leona Bender .... Kenneth R. Hyman Jr.	Rambeau UP
	KMAC	1240	250	Walmac Co. Smith Young Tower Cathedral 6211	....	Howard W. Davis Howard W. Davis Howard W. Davis	A. S. Bessan .... Charles F. Harris	Burn-Smith INS
	KONO	1400	250	Mission Broadcasting Co. 317 Arden Grove Fannin 5171	....	Eugene J. Roth Eugene J. Roth James M. Brown	Fred Hammond .... George W. Ing	Forjoe PA

Maximum Fire Power at Either Range

WFAA·WBAP
KGKO

Selling Dallas and Fort Worth:

Number One *Inland Manufacturing Centers of the West, South-Central States*

You're right when you choose either of these heavy-duty stations . . . Two stations with signals as steady and strong as the heart of a Texas fighting man.

WFAA-WBAP has the largest coverage area, day and night; more coverage than any other 50,000-watt station in the United States. For more than twenty years, folks of Texas, Oklahoma, Arkansas, Louisiana, and parts of Kansas have got up in the morning . . . have gone to bed at night . . . by its programs.

KGKO delivers such a powerful signal for a 5,000-watt station that its 0.5 MV/M daytime coverage contour includes more than 45% of the population of Texas (a tremendously big state, population, 6,414,824). Additionally, KGKO serves the southern one third of Oklahoma in this 0.5 MV/M, daytime. ALL THIS, AND:

In the audiences of these two hard-hitting stations are hundreds of thousands of men in Army and Navy camps in the Southwest—the training grounds of the nation.

Jointly Owned and Operated by

The Dallas Morning News *and* **The Fort Worth Star-Telegram**

WFAA·WBAP
DALLAS·FORT WORTH

KGKO
FORT WORTH·DALLAS

Edward Petry and Co., *National Representatives*

Power to Produce!

DALLAS
FT. WORTH
KRLD

KRLD
Covers
68%
of the Rich
Texas Market

The Texas counties in the KRLD Coverage area represent: 68% of Texas Population, 68% of the Radio Homes, 68% of Texas Retail Sales. PLUS coverage in Oklahoma, Louisiana and Arkansas!

CBS AFFILIATE

the BRANHAM Co.
Exclusive Representatives

KRLD

50 000 WATTS

The Times Herald Station– DALLAS, TEXAS

The Taylor-Howe-Snowden Group

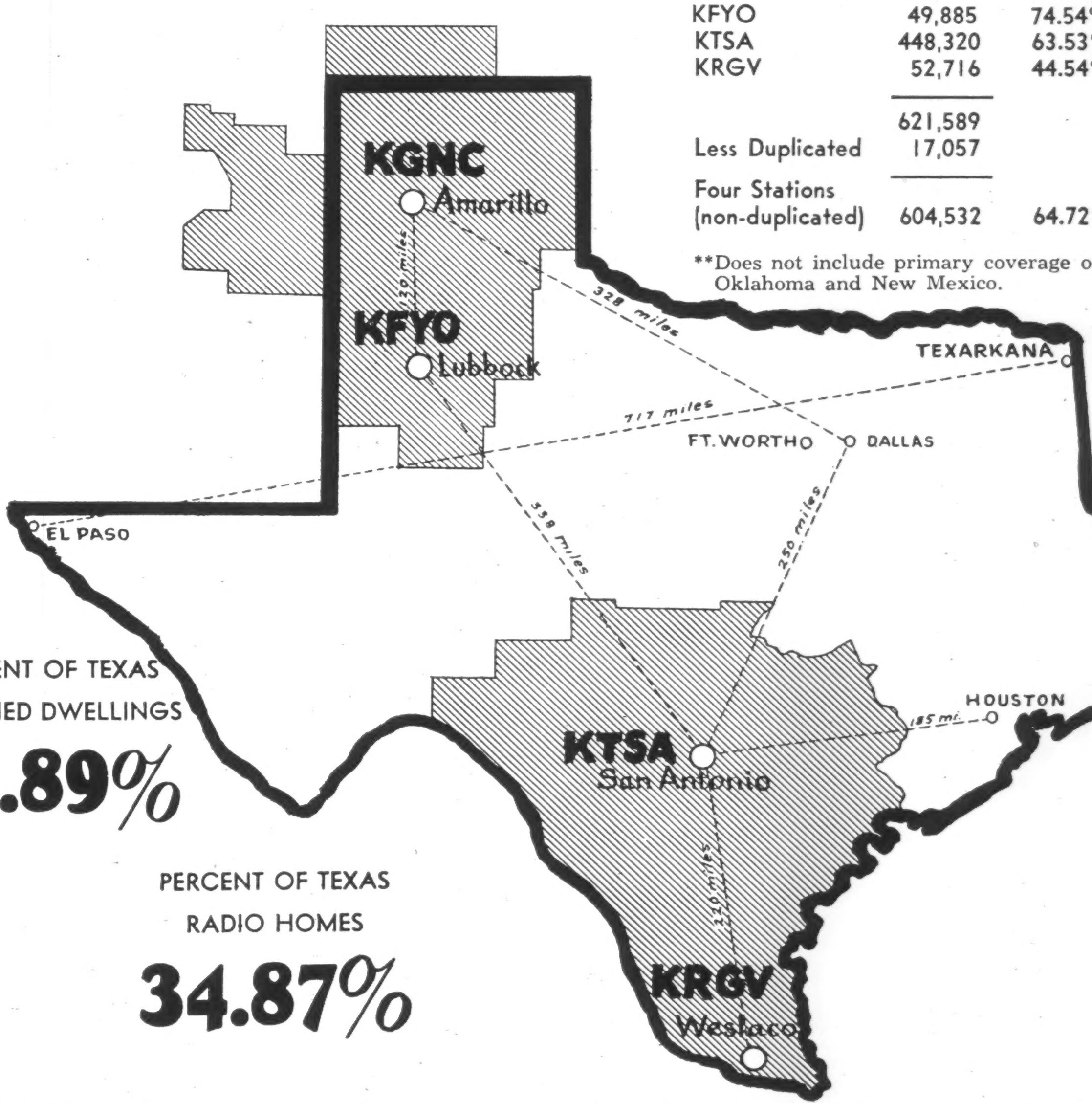
GIVES YOU

Primary COVERAGE OF *4 Primary* TEXAS MARKETS!

1940 CENSUS—RADIO HOMES IN TEXAS

	Dwelling Units	% Radio	Radio Units
KGNC**	70,668	81.34%	57,486
KFYO	49,885	74.54%	37,188
KTSA	448,320	63.53%	284,832
KRGV	52,716	44.54%	23,481
	621,589		402,987
Less Duplicated	17,057		11,716
Four Stations (non-duplicated)	604,532	64.72%	391,271

**Does not include primary coverage of KGNC in Oklahoma and New Mexico.


KGNC
Amarillo
120 miles
KFYO
Lubbock
328 miles
TEXARKANA
717 miles
FT. WORTH
DALLAS
EL PASO
538 miles
250 miles
HOUSTON
185 mi.
KTSA
San Antonio
220 miles
KRGV
Weslaco

PERCENT OF TEXAS OCCUPIED DWELLINGS

35.89%

PERCENT OF TEXAS RADIO HOMES

34.87%

Get the Attractive Combination Rate on These Four Close-Knit Stations

KGNC AMARILLO **KFYO** LUBBOCK **KTSA** SAN ANTONIO **KRGV** WESLACO

CENTRAL SALES OFFICE—805-6 Tower Petroleum Bldg., Dallas, Texas
Telephone Riverside 5663 Ken L. Sibson, General Sales Mgr. TWX Dls 297

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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TEXAS—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
SAN ANTONIO *(Continued)*	KTSA	550	5,000–LS 1,000–N	Sunshine Broadcasting Co. Gunter Hotel Garfield 1251	CBS Lone Star	O. L. Taylor George W. Johnson George W. Johnson	Jack O. Mitchell Jack Schlichenmaier Lewis L. Lacey W. G. Egerton	Blair World Lang-Worth UP
	WOAI	1200	50,000	Southland Industries Inc. 1031 Navarro St. Garfield 4221	NBC Texas Quality	G. A. C. Halff Hugh A. L. Halff Ellis Chaney	George L. Marks Walter S. Zahrt Fred Sterling	Petry Thesaurus Standard PA, INS
SHERMAN	KRRV	910	1,000	Red River Valley Broadcasting Corp. 421 N. Crockett St. 201	MBS Texas State	G. H. Wilcox L. L. Hendrick C. Wells Jr.	Louise Cobler C. Wells Jr. T. E. Spellman	.... UP
SWEETWATER	KXOX	1240	250	Sweetwater Radio Inc. Radio Bldg. 2341	....	Sweetwater Radio Inc. Russell Bennitt J. Harley Hubbard	Lee Belding Russell Bennitt George W. Dotson	Holman Thesaurus UP
TEMPLE	KTEM	1400	250	Bell Broadcasting Co. Kyle Hotel 4646	MBS Texas State	Frank W. Mayborn Burton Bishop Patt McDonald	C. F. Whitesides Jr. Patt McDonald Paul Shaw	Wilson UP
TEXARKANA	KCMC	1450	250	KCMC Inc. 317½ Pine St. 832	MBS Texas State Arkansas	Henry Humphrey Frank O. Myers Herman Cecil	Ernest Hackworth Donald Myers Leonard Lyons	Foreman PA
TYLER	KGKB	1490	250	East Texas Broadcasting Co. 115 S. College 1106	....	James G. Ulmer M. E. Danbom M. E. Danbom	.... John B. Sheppard	.... UP
VERNON	KVWC	1490	250	Northwestern Broadcasting Co. 1813½ Wilbarger St. 1048	MBS Texas State	R. H. Nichols R. H. Nichols W. D. Dixon	Bill Parady Thomas Hudson McKee Earl Johnson	.... PA
VICTORIA	KVIC	1340	250	Radio Enterprises Inc. Victoria Bank & Trust Bldg. 2172	....	Morris Roberts Cliff Tatom Cliff Tatom	.... C. L. Boyle	.... UP
WACO	WACO	1450	250	Frontier Broadcasting Co. Inc. Amicable Life Bldg. 2700	MBS Blue Texas State	H. M. Fentress R. E. Lee Glasgow	Bernard Helton .... L. H. Appleman	Spot Sales UP
WESLACO	KRGV	1290	1,000	KRGV Inc. Weslaco 375	NBC MBS Lone Star	O. L. Taylor Guy W. Bradford Guy W. Bradford	Richard Watkins Victor J. Morava Louis Hartwig	Wilson World Lang-Worth UP
WICHITA FALLS	KWFT	620	5,000–LS 1,000–N	Wichita Broadcasting Co. Harvey-Snider Bldg. 4182	CBS	Joe B. Carrigan Joe B. Carrigan Charles E. Clough	Cynthia Anderson Leslie Pierce John H. Adams	Raymer Standard UP

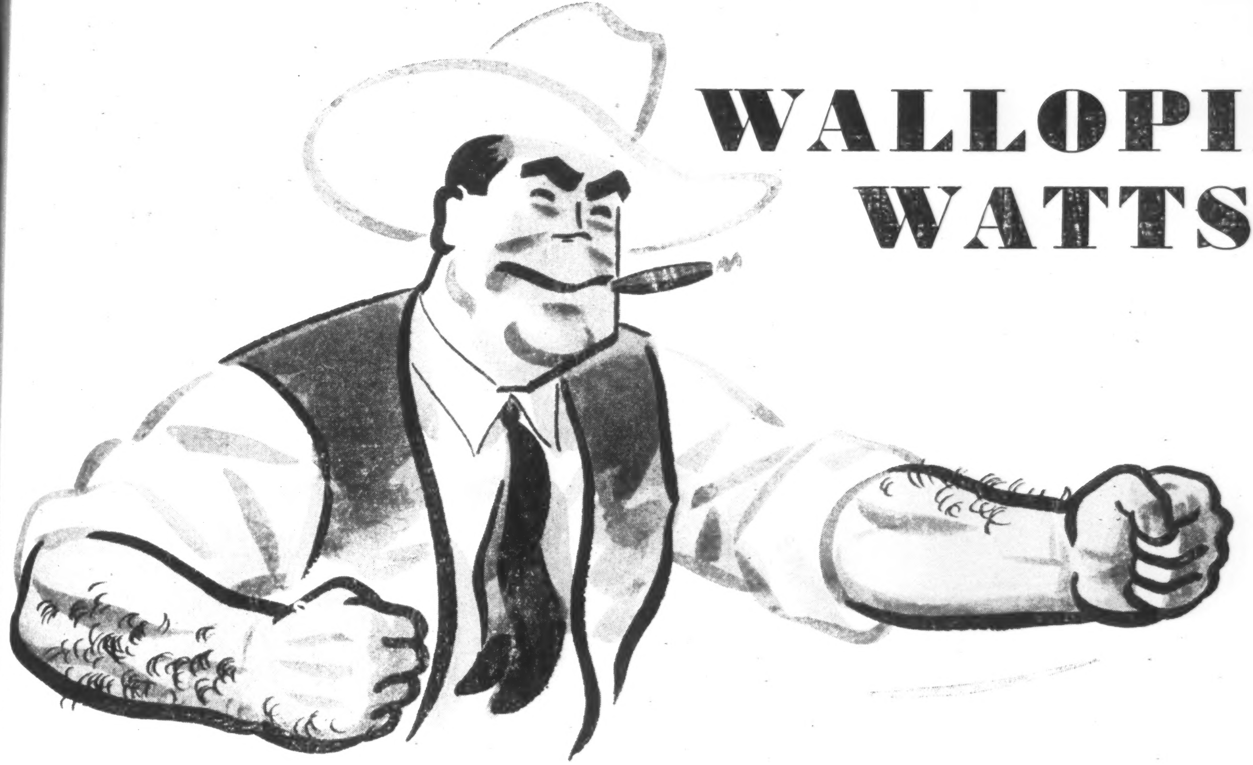
UTAH

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
CEDAR CITY	WSUB	1340	100	Southern Utah Broadcasting Co. Box 811 398	....	Leland M. Perry Arthur Higbee Arthur Higbee	Arthur Higbee .... Hurschell Urie	.... UP
LOGAN	KVNU	1230	250	Cache Valley Broadcasting Co. 1393 N. Main St. 1400	....	H. F. Laub Reed Bullen Glacus Merrill	Reed Bullen Reed Bullen C. N. Layne	.... Standard UP
OGDEN	KLO	1430	5,000	Interstate Broadcasting Corp. Ben Lomond Hotel 5721	MBS Intermountain	A. L. Glasmann George C. Hatch Louis F. Haller	Jack Riaska Edward P. Shurick Jr. W. D'Orr Cozzens	McGillvra Standard UP
PRICE	KEUB	1450	250	Eastern Utah Broadcasting Co. Price 200	MBS Intermountain	Jack Richards Jack Richards Jack Richards	Jack Richards Jack Richards	.... UP
PROVO	KOVO	1240	250	KOVO Broadcasting Co. 108 W. Center St. 1680	MBS Intermountain	Clifton A. Tolboe Arch L. Madsen Arch L. Madsen	W. Shirl Black James Lawrence Gerald Peterson	McGillvra UP
SALT LAKE CITY ...	KDYL	1320	5,000	Intermountain Broadcasting Corp. Tribune-Telegram Bldg. 5-2991	NBC	S. S. Fox S. S. Fox W. E. Wagstaff	George A. Provol David N. Simmons John M. Baldwin	Blair Thesaurus World UP, INS
	KSL	1160	50,000	Radio Service Corp. of Utah 10 S. Main St. 5-4641	CBS	J. Reuben Clark Jr. Ivor Sharp Lennox Murdoch	Glenn Shaw H. Perry Driggs E. G Pack	Petry Standard Lang-Worth PA, UP
	KUTA	570	5,000	Utah Broadcasting Co. Belvedere Apt.-Hotel 3-2737	Blue	Frank C. Carman Frank C. Carman Jack Burnett	King Harmon Mike Cassidy Lyle Wahlquist	Raymer Standard UP

VERMONT

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
BURLINGTON	WCAX	620	1,000	WCAX Broadcasting Corp. 203 College St. 2000	CBS	C. P. Hasbrook C. P. Hasbrook Robert A. Kelley	.... H. B. Wight John C. Quill	Weed Associated UP
RUTLAND	WSYB	1380	1,000	Philip Weiss Music Co. 80 West St. 1247	MBS Yankee	Philip Weiss Jack H. Weiss George Field	Jack H. Weiss George Field David Lyons	McGillvra Foster UP
ST. ALBANS	WWSR	1420	1,000–D	Vermont Radio Corp. Inc. 32 N. Main St. 1390	....	Lloyd F. Squier Thomas M. Colton William G. Ricker	G. Malcolm Weaver T. M. Colton Norman B. Lyons	Wilson Thesaurus PA
WATERBURY	WDEV	550	1,000–D	Radio Station WDEV 8 Stowe St. 13-2	....	Lloyd E. Squier William G. Ricker Lloyd E. Squier	.... Paul Hurd	Wilson Bannan Thesaurus PA, UP

WALLOPING WATTS



The Big Gent with the Big Voice is "pulling no punches" in 1943!

Now, more than ever before, it's sheer POWER that counts—everywhere. This is no time for second-raters. There's a war to be won!

WOAI is pounding the Central and South Texas market day and night—each wallop carrying the full force of 50,000 watts on a clear channel. These walloping watts, bringing to listeners the top-notch NBC, TQN and local programs, make WOAI the unchallenged champ in this favored section.

Because of its tremendous power, outstanding popularity and thorough coverage of an important market, WOAI is a "must" on war-planned radio schedules for 1943.

50,000 WATTS
CLEAR CHANNEL
AFFILIATE NBC
MEMBER TQN

WOAI
San Antonio

Represented Nationally by EDWARD PETRY & CO.

THE POWERFUL ADVERTISING INFLUENCE OF THE SOUTHWEST

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued. LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.*
(Data corrected to January 1, 1943)

VIRGINIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
CHARLOTTESVILLE	WCHV	1450	250	Barham & Barham 4th & E. Market Sts. 2500	Blue	Charles Barham Jr. Charles Barham Jr. Powell Adams	Ed Hase Peyton Short Walter Gray	Cox & Tanz UP
COVINGTON	WJMA	1340	250	Earl M. Key 416½ Main St. 840	....	Earl M. Key Earl M. Key Earl M. Key	{Edith Ralston {Bill Ward .... Julian J. Ralston	.... Thesaurus UP
DANVILLE	WBTM	1400	250	Piedmont Broadcasting Corp. Hotel Danville Bldg. 2350	MBS Blue Tri-City	L. N. Dibrell R. Sanford Guyer R. W. Cuddy	William P. Heffernan Edward Gardner Harry W. Spencer	Tri-City Thesaurus TP
FREDERICKSBURG	WFVA	1290	250-D	Fredericksburg Broadcasting Corp. Wolfe & Kenmore Ave. 1260	....	Richard Field Lewis Jr. William R. Seth William R. Seth	Jean Beckwith .... William Crooks	.... UP
HARRISONBURG	WSVA	550	1,000-D	Shenandoah Valley Bcstg. Corp. Newman Bldg. 875	....	Frederick L. Allman Charles P. Blackley Robert B. Harrington	Richard H. Johnson Robert B. Harrington Warren L. Braun	Wilson World UP
LYNCHBURG	WLVA	1230	250	Lynchburg Broadcasting Corp. Allied Arts Bldg. 3030	MBS Blue Tri-City	Edward A. Allen Philip P. Allen J. F. Wright	Claude Taylor Randolph Bean John Orth	Tri-City Standard Lang-Worth TP
MARTINSVILLE	WMVA	1450	250	Martinsville Broadcasting Co. Inc. Thomas Jefferson Hotel 2152	NBC	William C. Barnes John W. Shultz Charles F. Adams	Jack Day John W. Shultz William R. Harmon	Forjoe Lang-Worth PA
NEWPORT NEWS	WGH	1340	250	Hampton Roads Broadcasting Corp. Portlock Bldg., Norfolk Norfolk 2-7031	Blue	Raymond B. Bottom Edward E. Bishop Edward E. Edgar	Joel F. Wahlberg Edward E. Edgar Raymond P. Aylor Jr.	Burn-Smith Standard Lang-Worth PA
NORFOLK	WTAR	790	5,000	WTAR Radio Corp. National Bank of Commerce Bldg. 2-5671	NBC	Paul S. Huber Campbell Arnoux John W. New	Henry C. Whitehead Ralph S. Hatcher Julius L. Grether	Petry Standard Lang-Worth PA, UP
PETERSBURG	WPID	1240	250	Petersburg Newspaper Corp. 121 N. Sycamore St. 1053	....	Petersburg Progress-Index Milton N. Gwaltney Ralph F. Spangler	Milton N. Gwaltney .... Fred Wagner	.... Standard UP
PORTSMOUTH	WSAP	1490	250	Portsmouth Radio Corp. Portsmouth	MBS	Tom E. Gilman	....	.... World UP
RICHMOND	*WBBL	1240-SH	100	Grace Cov. Presbyterian Church Richmond	....	M. A. Sitton	....	....
	WMBG	1380	5,000	Havens & Martin Inc. 3301 W. Broad St. 5-8611	NBC	Wilbur M. Havens Wilbur M. Havens R. E. Mitchell	Garnett Tate R. E. Mitchell Wilfred H. Wood	Blair Thesaurus Lang- Worth TP
	WRNL	910	5,000	Richmond Radio Corp. 323 E. Grace St. 3-3436	Blue MBS	John Stewart Bryan E. S. Whitlock E. S. Whitlock	G. Mallory Freeman .... Walter R. Selden	Petry Associated PA
	WRVA	1140	50,000	Larus & Brother Co. Inc. Hotel Richmond 3-6633	CBS	P. L. Reed C. T. Lucy Barron Howard	I. G. Abeloff C. T. Lucy D. C. Woods	Raymer World Lang-Worth UP
ROANOKE	WDBJ	960	5,000	Times-World Corp. 124 W. Kirk Ave. 8131	CBS	Junius P. Fishburn Jr. Ray P. Jordan Frank D. Kesler	Jack Weldon Jack Weldon J. W. Robertson	Free & Peters World Lang-Worth UP
	WSLS	1490	250	Roanoke Broadcasting Corp. Shenandoah Life Bldg. 9227	MBS Blue Tri-City	Paul C. Buford James H. Moore Frank E. Koehler	Virginia G. Krebs Edward D. Skotch Philip Briggs	Tri-City Thesaurus Lang-Worth TP
SUFFOLK	WLPM	1450	250	Suffolk Broadcasting Corp. 105 Bank St. 1420	....	Fred L. Hart Fred L. Hart Fred L. Hart	Sam Cozad .... Bill Rupp	Sears & Ayer Thesaurus UP
WINCHESTER	WINC	1400	250	Richard Field Lewis Jr. WINC Bldg. 4855	Blue	Richard Field Lewis Jr. Richard Field Lewis Jr. Grant Pollock	Grant Pollock Richard Field Lewis Jr. Phil Whitney	....

WASHINGTON

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ABERDEEN	KXRO	1340	250	KXRO Inc. 207 E. Market St. 4098	MBS Don Lee Pacific	Harry R. Spence Harry R. Spence Fred G. Goddard	Edith Garrett Ross Bates Mac McGoffin	Biddick Keating Standard UP
BELLINGHAM	KVOS	1230 CP-790	250 CP-1,000	KVOS Inc. Bellingham 4200	Don Lee	Rogan Jones Rogan Jones Frank Adams	....	Keating Thesaurus UP
CENTRALIA	KELA	1470	1,000	Central Broadcasting Corp Centralia 721	MBS Don Lee Pacific	Maj. J. Elroy McCaw Joe Chytil Robert Brister	David Gordon Elaine Gwinn Ellwood Lippencott	Griffith Keating Standard UP

KIRO...Seattle

Only 50,000 Watt

Station in

Pacific Northwest

Important! **Western Washington is now recognized as one of the nation's leading war industry centers. In Seattle alone, population is up 36% over 1940 census figures with retail sales soaring accordingly.**

KIRO

CBS, 50,000 WATTS

SEATTLE, WASHINGTON

710 kc

THE FRIENDLY STATION—***Represented by FREE and PETERS***

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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WASHINGTON—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Trans. Library News Service
EVERETT	KEVE	1460	500	Cascade Broadcasting Co. Inc. P. O. Box 650 Main 337	....	Dr. J. R. Binyon Jack Meves Jack Meves	Mildred Mittet Jack Meves Earl Reilly	Keating World Standard PA
	KRKO	1400	250-LS 100-N	Everett Broadcasting Co. Inc. Clark Bldg. Main 526	MBS Don Lee Pacific	Lee E. Mudgett	....	.... UP
LONGVIEW	KWLK	1400	250	Twin City Broadcasting Corp. National Bank of Commerce Bldg. 1500	MBS Don Lee Pacific	Art Campbell C. O. Chatterton C. O. Chatterton	....	Keating Thesaurus UP
OLYMPIA	KGY	1240	100	KGY Inc. Rockway-Leland Bldg. 6636	MBS Don Lee Pacific	Tom Olsen Tom Olsen J. Harris Dorr	Eve Knutson J. Harris Dorr Vern Johnson	Biddick Keating UP
PULLMAN	*KWSC	1250 ST-KTW	5,000	State College of Washington Pullman 9021	....	State College of Washington Kenneth E. Yeend	Glenn C. Lorang .... Kenneth Pendleton	.... UP
SEATTLE	KEVR	1090	250	Evergreen Broadcasting Corp. Smith Tower Seneca 2056	....	Walter L. Wyckoff Robert S. Nichols Robert S. Nichols	Donald E. Klein Robert S. Nichols David O. Fields	Keating Standard UP
	KIRO	710	50,000	Queen City Broadcasting Co. Cobb Bldg. Seneca 1500	CBS	{Louis K. Lear {Saul Haas H. J. Quilliam Loren B. Stone	Maury Rider Loren B. Stone James B. Hatfield	Free & Peters World Standard Lang-Worth PA
	KJR	1000	5,000 CP-50,000	Fisher's Blend Station Inc. Skinner Bldg. Elliott 5890	Blue	O. W. Fisher Birt F. Fisher W. B. Stuht	John Pearson Charles A. Bailie Francis J. Brott	Raymer Thesaurus UP
	KOL	1300	5,000	Seattle Broadcasting Co. 1220 Third Ave. Main 2312	MBS Don Lee Pacific	Archie Taft Archie Taft Oliver A. Runchey	Wheeler Smith .... Perry C. Lind	Blair Associated Lang-Worth UP
	KOMO	950	5,000	Fisher's Blend Station Inc. Skinner Bldg. Elliott 5890	NBC	O. W. Fisher Birt F. Fisher W. B. Stuht	John Pearson Charles A. Bailie Francis J. Brott	Petry Thesaurus PA, UP
	KRSC	1150	1,000	Radio Sales Corp. 2939 Fourth Ave. S. Main 0110	....	P. K. Leberman Robert E. Priebe Romig C. Fuller	Ted Bell .... George Freeman	.... Associated Lang-Worth PA
	*KTW	1250 ST-KWSC	1,000	First Presbyterian Church Seattle	....	First Presbyterian Church	....	....
	KXA	770 L-WJZ	1,000	American Radio Telephone Co. Bigelow Bldg. Seneca 1000	....	R. F. Meg[illegible] Florence Wallace Florence Wallace	Rodney McArdle Rodney McArdle John Dubuque	Burn-Smith INS
SPOKANE	KFIO	1230	250	Spokane Broadcasting Corp. Fidelity-Ziegler-Bldg. Riverside 8033	Don Lee Pacific MBS	Arthur L. Smith Richard G. McBroom Richard G. McBroom	Gertrude Longmeier .... Dee Waymire	.... Thesaurus UP
	KFPY	920	5,000	Symons Broadcasting Co. Symons Bldg. Main 1218	CBS	Mrs. Frances R. Symons Arthur L. Bright Richard O. Dunning	R. Wallace Brazeal Richard E. Green George Langford	Katz Keating Standard Lang-Worth UP
	KGA	1510	10,000	Louis Wasmer Radio Central Bldg. Main 5383	Blue	Louis Wasmer Harvey Wixson Harvey Wixson	Curtis Roberts Harvey Wixson A. G. Sparling	Raymer PA
	KHQ	590	5,000	Louis Wasmer Inc. Radio Central Bldg. Main 5383	NBC	Louis Wasmer Harvey Wixson Harvey Wixson	Curtis Roberts Harvey Wixson A. G. Sparling	Petry Associated PA
TACOMA	KMO	1360	5,000	Carl E. Haymond 914 Broadway Main 4144	MBS Don Lee Pacific	Carl E. Haymond J. A. Murphy A. Q. Moore	Verne E. Sawyer R. T. McKenzie J. D. Kolesar	Blair Keating World UP
	KTBI	1490	250	Tacoma Broadcasters Inc. Puget Sound Bank Bldg. Broadway 2241	....	C. C. Cavanaugh Edward J. Jansen Bob Robinson	Rosemary Stewart Ruth Reisner Joseph P. Ernst	Cox & Tanz Standard UP
	KVI	570	5,000	Puget Sound Broadcasting Co. Inc. Rust Bldg. Broadway 4211	....	Vernice Irwin Vernice Irwin Earl T. Irwin	Larry Huseby .... Raymond Griese	Hollingbery Associated Lang-Worth PA
VANCOUVER	KVAN	910	500-D	Vancouver Radio Corp. Box 610 150	....	Sheldon F. Sackett Ben E. Stone S. W. McCready	Sylvia L. Chandler Marion Sexton S. W. McCready	.... Standard Lang-Worth UP
WALLA WALLA	KUJ	1420	1,000	KUJ Inc. Second & Rose 1230	....	H. E. Studebaker H. E. Studebaker Norval Armes	Jim Shick Jim Shick Milton MacLafferty	Keating World Lang-Worth UP
WENATCHEE	KPQ	1490 SA-560 CP-560	250 SA-1,000-LS 500-N CP-1,000-U	Wescoast Broadcasting Co. 20 Second St. 45	Blue Don Lee	Rogan Jones Helen Wylie	.... Cole E. Wylie	McGillvra Keating Thesaurus Standard UP
YAKIMA	KIT	1280	1,000	Carl E. Haymond 414 E. Yakima Ave. 8115	MBS Don Lee Pacific	Carl E. Haymond J. A. Murphy Harrison A. Miller	D. J. Lindberg William Hanson H. B. Murphy	Blair Keating World UP

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WEST VIRGINIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
BECKLEY	WJLS	1240	250	Joe L. Smith Jr. 101½ Main St. 7311	....	Joe L. Smith Jr. Herbert Kendrick Herbert Kendrick	Peter Arnell Peter Arnell Al J. Ginkel	.... Thesaurus Associated UP
BLUEFIELD	WHIS	1440	1,000-LS 500-N	Daily Telegraph Printing Co. 623 Commerce St. 3096	NBC W. Va.	H. I. Shott J. Lindsey Alley J. Lindsey Alley	Stuart Odell .... Pat Flanagan	.... World UP
CHARLESTON	WCHS	580	5,000	Charleston Broadcasting Co. 1016 Lee Street Capitol 28-131	CBS W. Va.	Lt. Com. John A. Kennedy Howard L. Chernoff H. V. Diefenbach	William Adams Jeanne Wayne Sprague Odes E. Robinson	Branham Standard PA, UP
	WGKV	1490	100	Kanawha Valley Broadcasting Co. 208 Dickinson St. Capitol 37-541	NBC	Worth Kramer Worth Kramer Wayne H. Jones	Joseph B. Matthews Joseph H. Farris Denzil Pully	McGillvra Thesaurus UP
CLARKSBURG	WBLK	1400	250	Charleston Broadcasting Co. Pike St. W. 3040	NBC W. Va.	Lt. Com. John A. Kennedy George Blackwell Don Greenlief	Don McWhorter George Blackwell Conrad Clemons	Branham Thesaurus PA, UP
ELKINS	WJRM (Construction Permit)	1240	250	Allegheny Broadcasting Corp. Elkins	....	Hon. Jennings Randolph James A. Wilverding	....	....
FAIRMONT	WMMN	920	5,000-LS 1,000-N CP-5,000-U	Monongahela Valley Bcstg. Co. Fairmont 3100	CBS	George B. Storer Stanton P. Kettler Stanton P. Kettler	Craig Stewart .... Robert D. Hough	Blair Standard Lang-Worth PA
HUNTINGTON	WSAZ	930	1,000	WSAZ Inc. Keith-Albee Theater Bldg. 4106	W. Va.	WSAZ Inc. Flem Evans John L. Henry	A. Rauch C. E. Prescott John Csensich	Branham World PA
LOGAN	WLOG	1230	250	C. H. Frey & R. O. Greever Kanada & Chestnut Sts. 761	....	Clarence H. Frey Robert O. Greever Eddie Vann James McGowan	C. E. Vann Eddie Vann John E. Blackwood	.... Standard UP
MORGANTOWN	WAJR	1230	250	West Virginia Radio Corp. 440 Spruce St. 9488	....	Herbert C. Greer Henry B. McNaughton Frank C. Gregg	Walter E. Ekhardt .... Ray C. Spence	Forjoe World UP
PARKERSBURG	WPAR	1450	250	Ohio Valley Broadcasting Corp. Grinter Bldg. 2530	CBS W. Va.	Lt. Com. John A. Kennedy George Clinton George Clinton	Carl Loose Robert Charles Odes E. Robinson	Branham Standard PA, UP
WELCH	WBRW	1340	250	McDowell Service Co. 10 Riverside Drive 818	....	John W. Blakely Vernon Boylson Vernon Boylson	John Villani Brandon Wallace John Timberlake	.... Associated PA
WHEELING	WKWK	1400	250	Community Broadcasting Inc. Pythian Bldg. 5320	CBS	Joe L. Smith Jr. John B. Reynolds John T. Gelder	Richard P. Slade .... Fred Baker	Spot Sales Standard UP
	WWVA	1170	50,000	West Virginia Broadcasting Corp. Hawley Bldg. 5383	Blue	George B. Storer George W. Smith Paul J. Miller	Cliff Allen Lew Clawson George Skinner Edwin L. Keim	Blair Thesaurus Lang-Worth PA
WILLIAMSON	WBTH	1400	250	Williamson Broadcasting Corp. Second Ave. at Court St. 1241	....	George W. Taylor Alice Shein Alice Shein	Alice Shein .... Vernon Totten	.... World UP

WISCONSIN

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
APPLETON	WHBY	1230	250	WHBY Inc. 600 Lawe St. 1161	MBS	Fr. James A. Wagner Haydn R. Evans J. L. Gallagher	Roger Miller Forster Cooper George Merkel	.... Standard PA
ASHLAND	WATW	1400	100	Upper Mich.-Wis. Bcstg. Co. Inc. Northern State Bank Bldg. 1420	MBS No. Central	William L. Johnson N. C. Ruddell John A. Marta	Harry Wills .... Hine Dahlback	.... UP
EAU CLAIRE	WEAU	790	5,000-LS 1,000-N	Central Broadcasting Co. 203 S. Barstow St. 6149	NBC Northwest No. Central	Walter C. Bridges Walter C. Bridges Clyde Riddle	William Connor H. H. Sonnenburg Thorwold Jorgenson	Hollingbery Thesaurus UP
FOND DU LAC	KFIZ	1450	250	Reporter Printing Co. 18 W. First St. 356	MBS	A. H. Lange Lucille Fairbanks Lucille Fairbanks	....	.... Standard PA, UP
GREEN BAY	WTAQ	1360	5,000	WHBY Inc. Bellin Bldg. Adams 1	CBS	Fr. James A. Wagner Haydn R. Evans Val E. Schneider	Al Michel Syd Rich Wallace Stangle	Weed Associated PA
JANESVILLE	WCLO	1230	250	Gazette Printing Co. 200 E. Milwaukee St. 2500	MBS	Sidney H. Bliss James F. Kyler Allan Curnutt	Sally Hester Kyler Paul Ruhle Jr. William Havens	.... Standard PA
LaCROSSE	WKBH	1410	1,000	WKBH Inc. 409 Main St. 450	NBC	Otto M. Schlabach Howard Dahl Howard Dahl	Bernice Callaway Howard Dahl Alvin Leeman	Wilson Standard Lang-Worth UP
MADISON	*WHA	970	5,000-D	University of Wisconsin Radio Hall, Campus Badger 580	....	State of Wisconsin H. B. McCarty (On Leave)	William G. Harley .... John Stiehl	.... Standard PA
	WIBA	1310	5,000	Badger Broadcasting Co. 110 E. Main St. Fairchild 8800	NBC	William T. Evjue Edwin C. Allen Edwin C. Allen	K. F. Schmitt C. W. Wallis Norman R. Hahn	Wilson Associated UP

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WISCONSIN—(Continued)

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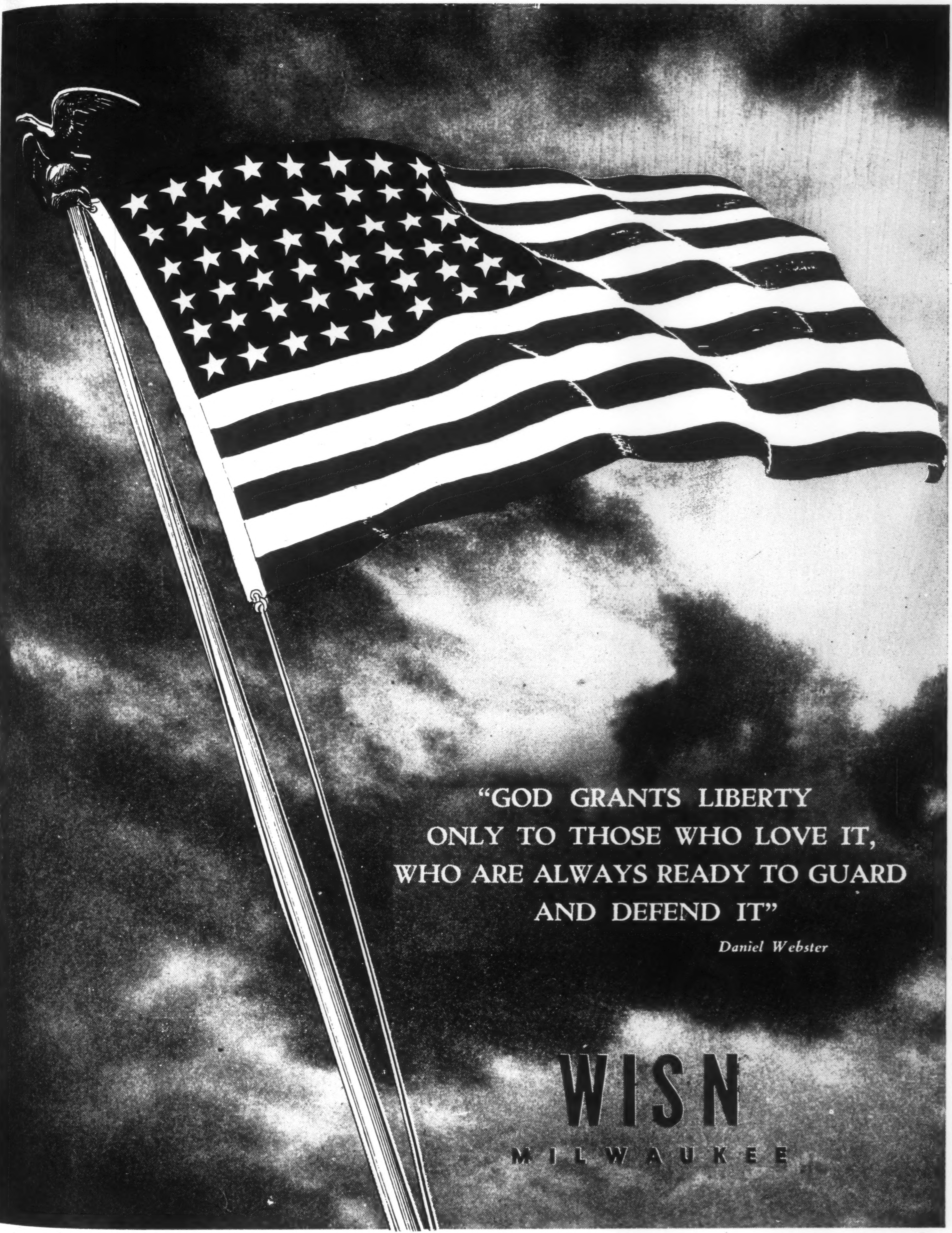
MANITOWOC	WOMT	1240	100	Francis M. Kadow Radio Bldg. 5015	....	Francis M. Kadow Francis M. Kadow Maurice Dailey	Den Wodak .... W. C. Duben	.... UP
MARINETTE	WMAM	570	250-D	M. & M. Broadcasting Co. Radio Park 570	....	W. E. Walker Joseph D. Mackin Don Wirth	Florence Meyers .... Martin Lund	Holman Associated UP
MEDFORD	WIGM	1490	250	George F. Meyer Medford 5147	....	George F. Meyer Irma Meyer Irma Meyer	Roy La Mere .... Walter Ninneman	Back UP
MILWAUKEE	WEMP	1340	250	Milwaukee Broadcasting Co. 710 N. Plankinton Ave. Marquette 7722	Blue	Glenn D. Roberts Charles J. Lanphier Charles J. Lanphier	Conrad C. Rice Charles LaForce Raymond H. Host	McGillvra UP
	WISN	1150	5,000	Hearst Radio Inc. 123 W. Michigan Daly 3900	CBS	Hearst Radio Inc. G. W. Grignon G. W. Grignon	Woods Dreyfus Hugh O'Malley	Katz World Standard INS
	WTMJ	620	5,000	The Journal Co. 333 W. State St. Marquette 6000	NBC	Walter J. Damm L. W. Herzog L. W. Herzog	R. G. Winnie Charles Golling D. W. Gellerup	Petry Associated Lang-Worth PA
OSHKOSH	WOSH	1490	250	Howard H. Wilson 151½ Main St. 4580	Blue	Howard H. Wilson Waldemar Porsow Ben Laird	Marjorie Hilliard Robert Kriz Nathan Williams	Wilson Standard PA
POYNETTE	WIBU	1240	250	William C. Forrest Poynette 97 R 5	MBS	William C. Forrest William C. Forrest Ralph O'Connor	Sarah Forrest Ralph O'Connor Leonard Doese	Holman Standard UP
RACINE	WRJN	1400	250	Racine Broadcasting Corp. 441 Main St. Jackson 290	MBS	F. R. Starbuck H. J. Newcomb H. J. Newcomb	H. S. Mann Jr. Dorothy Kousek F. Lee Dechant	Walker Holman INS
RICE LAKE	WJMC	1240	250	Walter H. McGenty 401 N. Main St. 550	....	W. H. & J. J. McGenty Eddie Lee Ralph W. Thompson	Eddie Lee Ralph W. Thompson Ray S. Pearson	Cox & Tanz Standard TP
SHEBOYGAN	WHBL	1330	1,000-LS 250-N	Press Publishing Co. 626 Center Ave. 1900	MBS	C. E. Broughton Wayne W. Cribb Wayne W. Cribb	Mona J. Pape Wayne W. Cribb Herbert J. Mayer	Foreman Thesaurus Standard UP
STEVENS POINT	*WLBL	930	5,000-D	Wisconsin Dept. of Agriculture Stevens Point 525	....	State of Wisconsin F. R. Calvert	W. Paul Wichmann .... Donald L. Yapp	.... PA
SUPERIOR	WDSM	1230	100	WDSM Inc. Superior 4451	MBS No. Central	James J. Conroy Robert D. Kennedy Robert D. Kennedy	Elma DeMeire Edward Cluett Melvin Laskey	Rambeau
WAUSAU	WSAU	1400	250	Northern Broadcasting Co. Inc. 125 Third St. 6521	MBS	William E. Walker Ben F. Hovel Joseph W. Killeen	Donald R. Burt .... Roland R. Richardt	Reynolds-Fitzgerald Associated UP
WISCONSIN RAPIDS	WFHR	1340	250	William F. Huffman 141 W. Grand Ave. 1340	MBS	William F. Huffman George T. Frechette Bruce Beichl	Bert Mulroy George T. Frechette Garth N. Bowker	.... Standard PA

WYOMING

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
CASPER	KDFN	1470	1,000	Donald L. Hathaway First & Lennox Sts. 407	....	Donald L. Hathaway Donald L. Hathaway Donald L. Hathaway	Marcus R. Nichols Byers A. Fleming	Sears & Ayer Griffith Biddick UP
CHEYENNE	KFBC	1240	250	Frontier Broadcasting Co. Plains Hotel 4461	Blue	William C. Grove William C. Grove William C. Grove	Margaret O'Brien Charles E. Hopkins Gaal Barrett	Burn-Smith UP
POWELL	KPOW	1230	250	Albert Joseph Meyer N. Clark St. 222	....	Albert J. Meyer Albert J. Meyer Albert J. Meyer	Rosemary Meyer .... Del Brandt	Sears & Ayer Griffith Cox & Tanz Standard PA
ROCK SPRINGS	KVRS	1400	250	Wyoming Broadcasting Co. 1307 Wyoming St. 98	....	R. R. West H. L. McCracken Robert Elliott	Michael Reid H. L. McCracken Archie W. Buchanan	Griffith Thesaurus TP
SHERIDAN	KWYO	1400	250	Big Horn Broadcasting Co. Inc. 19 N. Main St. 601	....	R. E. Carroll Herb W. Siebert Herb W. Siebert	Melvin Hallock .... Robert Crossthwaite	Sears & Ayer Griffith Standard PA

BUY WAR BONDS!


"GOD GRANTS LIBERTY
ONLY TO THOSE WHO LOVE IT,
WHO ARE ALWAYS READY TO GUARD
AND DEFEND IT"
Daniel Webster
WISN
MILWAUKEE

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

**— Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.*
LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.

(Data corrected to January 1, 1943)

(Territories and Possessions)

ALASKA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
ANCHORAGE.......	KFQD	790	250	Anchorage Radio Club Inc. Box 1040 Main 143	....	William J. Wagner William J. Wagner Ken Laughlin	Ken Laughlin .... Hal Leighton	Biddick Lang-Worth INS, TP
FAIRBANKS........	KFAR	610	5,000	Midnight Sun Broadcasting Co. Lathrop Bldg. East 380	....	Capt. Austin E. Lathrop Wilson K. Foster James N. Teale	Fern Rivers Alvin O. Bramstedt Augie Hiebert	Biddick Thesaurus World PA, UP, TP
JUNEAU............	KINY	1460	1,000 CP-5,000	Edwin A. Kraft American Bldg.. Seattle Juneau 197	....	Edwin A. Kraft Walter R. Carl Walter R. Carl	.... Bob Nichols	McGillvra Northwest Standard INS, TP
KETCHIKAN........	KTKN	930	1,000	Edwin A. Kraft American Bldg., Seattle, Wash. Ketchikan 311	....	Edwin A. Kraft Roy Grandey Dallas Williams	Perry Hilleary Dean Sherman Vincent I. Kraft	Biddick Northwest TP

HAWAII

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
HILO...............	KHBC	1230	250	Hawaiian Broadcasting System Ltd. Box 1476 7877	CBS MBS	J. Howard Worrall A. H. Green	....	.... World UP
HONOLULU.........	KGMB	590	5,000	Hawaiian Broadcasting System Ltd. 1534 Kapiolani Blvd. 2323	CBS MBS	J. Howard Worrall Webley Edwards Webley Edwards	Owen Cunningham .... Ernest Lindemann	Blair Associated World PA
	KGU	760 L-WJR	2,500	Advertiser Publishing Co. Ltd. Kapiolani & South Sts. 2311	NBC	Lorrin P. Thurston Marion A. Mulrony Stewart Ballinger	Kenton Case Robert Thurston Marion A. Mulrony	Katz Thesaurus UP, TP
LIHUE, KAUAI	KTOH	1490	250	Garden Island Pub. Co. Ltd. Lihue 361	....	Eric A. Knudsen Charles J. Fern Charles J. Fern	Mrs. Clarice B. Taylor Charles K. Izumoto Jack C. Wada	Griffith Standard UP

PUERTO RICO

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
MAYAGUEZ.........	WPRA	990	5,000–LS 1,000–N	Puerto Rico Adv. Co. Radio Center 269	....	Andres Camara Ralph P. Perry William Diaz Mendez	Alicia Moreda .... Ralph P. Perry	.... TP
PONCE.............	WPAB	1370	1,000	Portorican-American Bcstg. Co. Inc. 17 Leon St. 783	....	Juan Luis Boscio Miguel Soltero Palermo	....	....
	WPRP	1420	250	Julio M. Conesa Calle Trujillo 1015	....	Julio M. Conesa Julio M. Conesa Julio M. Conesa	.... Julio M. Conesa	....
SAN JUAN..........	WIAC	580	5,000	Enrique Abarca Sanfeliz Ochoa Bldg. 2177	....	Enrique Abarca Sanfeliz Felix Muniz Felix Muniz	Jose A. Torres Martino Felix Muniz Alfonso Sanchez	.... Standard PA
	WKAQ	620	5,000	Radio Corp. of Porto Rico Box 3746 2014	CBS	Leonard Jacob II John A. Zerbe Jose C. Irizarry	David A. Brown John A. Zerbe Angel P. del Valle	WKAQ Associated TP
	WNEL	1320	5,000	Juan Piza Brau 59 100	....	Juan Piza Juan Piza Juan Piza	....	....

YES, KGMB AND KHBC ARE STILL GOING STRONG IN HAWAII!!

The nightly blackout makes radio listening a "must"

•

More Population—More listeners—More consumers

5000 w. **KGMB** 590 kc
Honolulu

250 w. **KHBC** 1230 kc
Hilo

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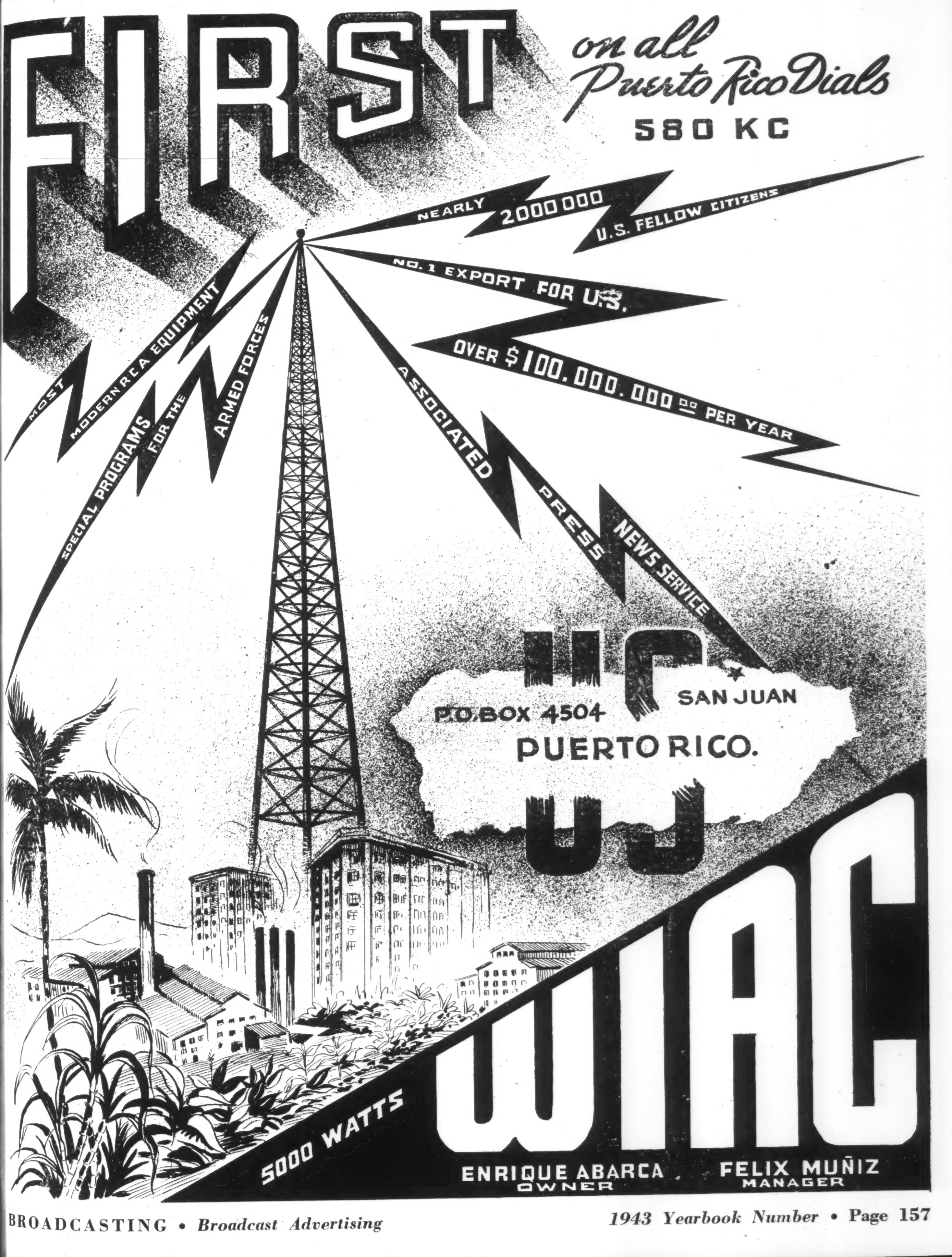
•

Affiliated with CBS-MBS. Ask a John Blair man

HAWAIIAN BROADCASTING SYSTEM, LTD.



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SPECIAL PROGRAMS FOR THE ARMED FORCES

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5000 WATTS

WIAC

ENRIQUE ABARCA
OWNER

FELIX MUÑIZ
MANAGER

Directory of

BROADCASTING STATIONS IN CANADA

***—Non-Commercial Stations.** **N—Night** **LS—Operates to Local Sunset**

BUP—British United Press **PN—Press News Ltd., Radio Subsidiary of Canadian Press** *(Affiliated with Associated Press)* **TP—Transradio Press**

ALBERTA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
CALGARY..........	CFAC	960	1,000	Southwestern Publishers Ltd. Southam Bldg. Renfrew 1036	CBC Foothills	Harold R. Carson A. M. Cairns Fred R. Shaw	R. H. C. Straker Gail Egan Earle C. Connor	All-Canada Weed Thesaurus World PN
	CFCN	1010	10,000	Voice of the Prairies Ltd. Toronto General Trusts Bldg. Main 1161	CBC	H. G. Love H. G. Love E. H. McGuire	E. Maloney A. W. Jones W. V. McLaughlin	Inland Radio Representatives Wilson Standard Lang-Worth PN, TP, BUP
	CJCJ	1230	100	Albertan Publishing Co. Calgary	....	Gordon Bell	....	Radio Centre McGillvra
EDMONTON........	CFRN	1260	1,000	Sunwapta Bcstg. Co. Ltd. C.P.R. Bldg. 22101	CBC	Sunwapta Bcstg. Co. G. R. A. Rice A. J. Hopps	S. S. Lancaster J. Jones F. Makepeace	Radio Representatives Wilson Inland BUP
	CJCA	930	1,000	Edmonton Journal Birks Bldg. 2-6131	CBC Foothills	Edmonton Journal G. S. Henry Walker Blake	Reo Thompson Alasdair MacKenzie Gordon Shillabeer	All-Canada Weed Thesaurus World PN
	*CKUA	580	1,000	University of Alberta Edmonton 3-2233	CBC	U of Alberta	....	....
GRANDE PRAIRIE..	CFGP	1340	250	Northern Bcstg. Corp. Ltd. Grande Prairie, Alta. 153	Foothills	S. C. S. Kerr C. L. Berry C. L. Berry	G. H. Cummings C. L. Berry George Bliss	All-Canada Weed
LETHBRIDGE.......	CJOC	1060	1,000	Lethbridge Broadcasting Ltd. Marquis Hotel Bldg. 3161	CBC Foothills	W. Watson Norman Botterill R. V. Staples	C. A. Perry R. V. Staples J. Ibey	All-Canada Weed Thesaurus PN
MEDICINE HAT.....	CJMH (Construction Permit)	1490	100	J. H. Yiull Medicine Hat	....	J. H. Yiull	....	....

BRITISH COLUMBIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
CHILLIWACK.......	CHWK	1340	100	Chilliwack Broadcasting Co. Ltd. 16 Wellington Ave. 6106	CBC	Chilliwack Bcstg. Co. Ltd. Jack Pilling Casey Wells	....	Radio Representatives
KAMLOOPS........	CFJC	910	1,000	Review Publishing Co. 310 St. Paul St. 1021	CBC	R. E. White D. Homersham D. Homersham	I. G. Clark W. McGowan D. Sharpe	All-Canada
KELOWNA..........	CKOV	630	1,000	Okanagan Broadcasters Ltd. Box 1515 200	CBC	J. W. B. Browne J. W. B. Browne C. G. Elphicke	Miss M. E. Royle C. G. Elphicke J. H. B. Browne	All-Canada Weed Thesaurus
NELSON............	CKLN	1240	250	News Publishing Co. Ltd. Box 250 19	CBC	News Publ. Co. Inc. Hume A. Lethbridge Hume A. Lethbridge	.... Frank W. Cameron	Stovin & Wright Standard
PRINCE RUPERT....	CFPR	1240	50	F. E. Batt (Leased by CBC) 863	CBC	F. E. Batt C. H. Insulander S. J. Anderson	Dick Halhed .... James Gilmore	Stovin & Wright
TRAIL..............	CJAT	610	1,000	Kootenay Broadcasting Co. Ltd. 815 Victoria St. 737	CBC	B. A. Stimmel A. H. Nicholl N. A. Harrod	F. E. Fleming .... E. C. Aylen	All-Canada Weed Thesaurus
VANCOUVER........	CBR	1130	5,000	Canadian Broadcasting Corp. Hotel Vancouver Marine 6121	CBC	CBC–Dr. J. S. Thomson Ira Dilworth E. A. Weir, Toronto	Ernest Morgan .... F. B. C. Hilton	CBC PN, BUP
	CJOR	600	1,000	CJOR Ltd. 846 Howe St. Marine 6464	CBC	G. C. Chandler G. C. Chandler Don Laws	Don Wilson F. McDowell A. H. Chandler	Stovin & Wright McGillvra Thesaurus BUP
	CKMO	1410	100	Sprott-Shaw Radio School 812 Robson St. Marine 1271	CBC	Bruce Arundel W. R. Gardner A. Goodwin	D. G. Hill A. Goodwin R. Whiteside	Radio Representatives Wilson BUP
	CKWX	980	1,000	Western Broadcasting Co. Ltd. 543 Seymour St. Marine 3344	CBC	A. Holstead Frank H. Elphicke S. W. Caldwell	Stuart MacKay Kenneth Hughes E. Ross McIntyre	All-Canada Weed World Lang-Worth PN
VICTORIA..........	CJVI	1480	500	Island Broadcasting Co. Ltd. Central Bldg. Garden 2014	....	H. T. Matson M. V. Chesnut M. V. Chesnut	Barry Wood .... J. Somers	All-Canada Weed Thesaurus PN

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WHEN the Press News teletype hums in the newsrooms of thirty* radio stations across Canada, the world is telling its story.

The story never stops.

Only Press News brings to the microphone the Canadian Press service, unsurpassed as an up-to-the-second continuity of destiny in making.

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AP—the cream of the world-wide Associated Press service of the United States;

Reuters—the cream of the world and Empire service of the British agency;

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* * *

NO OTHER SERVICE gives Canadian radio stations any one of these news reports, each supreme in its field. No other service has had a war correspondent with the Canadian Army since the 1st Division landed in Britain in December, 1939. No other service has a man assigned to the Royal Canadian Air Force and to Canadians in the Royal Air Force.

* * *

RADIO STATIONS in Canada with these three exclusives—AP, Reuters, CP—and other independent services to meet special needs—are in a pre-eminent position to give their listeners the message when the world is speaking . . . and that is all the time.

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44 Victoria Street **Toronto**

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* *30—and more coming*

DIRECTORY OF BROADCASTING STATIONS IN CANADA

*—Non-Commercial Stations. N—Night. LS—Operates to Local Sunset.

MANITOBA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
BRANDON	CKX	1150	1,000	Manitoba Telephone System Eighth St. 4532	CBC	Manitoba Telephone Co. W. F. Seller H. Clark	E. Davies .... C. E. R. Collins	Stovin & Wright McGillvra Thesaurus BUP
FLIN FLON	CFAR	1400	100	Arctic Radio Corp. Ltd. 120 Main St. 290	....	J. Gray Mundie R. H. Wright R. H. Wright	Murray Messner Murray Messner Ray Tate	Stovin & Wright McGillvra World BUP
WINNIPEG	CJGX	1460	1,000	**(See Yorkton, Sask.)**				
	CJRC	630	1,000	Transcanada Communications Ltd. Free Press Bldg. 92-266	CBC	Armadale Corp. Gerry Gaetz Waldo Holden	Jack Kemp Norman Chamberlin Bert Hooper	All-Canada Weed World Lang-Worth PN, BUP
	CKY	990	15,000	Manitoba Telephone System Telephone Bldg. 92-191	CBC	Man. Telephone System W. H. Backhouse A. J. Messner	R. H. Roberts W. G. Carpentier W. A. Duffield	Stovin & Wright McGillvra Thesaurus BUP

NEW BRUNSWICK

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
CAMPBELLTON	CKNB	950	1,000	Restigouche Bcstg. Co. Ltd. Chateau Restigouche 8	CBC	Dr. Charles H. Houde Stan Chapman Stan Chapman	.... L. P. Paquet	All-Canada McGillvra
FREDERICTON	CFNB	550	1,000	James S. Neill & Sons Ltd. Fredericton 209	CBC	John Neill J. Stewart Neill J. Stewart Neill	C. G. Stillwell Austin Moore G. B. Cassidy	All-Canada Weed Thesaurus BUP
MONCTON	CKCW	1400	250	Moncton Broadcasting Co. Ltd. Knights of Pythias Hall 3388	CBC	J. L. Black F. A. Lynds C. Chambers	E. McCarron .... J. White	Stovin & Wright McGillvra World BUP
SACKVILLE	CBA	1070	50,000	Canadian Broadcasting Corp. United Service Bldg. Bishop 6188	CBC	CBC–Dr. J. S. Thomson George Young E. A. Weir, Toronto	George Young .... L. A. Canning	CBC PN, BUP
ST. JOHN	CHSJ	1150	1,000	New Brunswick Bcstg. Co. Ltd. 14 Church St. 3-2307	CBC	H. P. Robinson L. W. Bewick George Cromwell	Ernest Mabey George Cromwell J. G. Bishop	Stovin & Wright McGillvra World PN

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DIRECTORY OF BROADCASTING STATIONS IN CANADA

*—Non-Commercial Stations. N—Night. LS—Operates to Local Sunset.

NOVA SCOTIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
ANTIGONISH.......	CJFX	580	1,000	Atlantic Broadcasters Ltd. Kirk Block 66	....	J. Clyde Nunn J. Clyde Nunn R. Munroe	D. Gallivan F. F. MacDonald G. MacDougall	Alexander
HALIFAX..........	CHNS	960	1,000	Maritime Broadcasting Co. Ltd. Broadcasting House Bishop 8318	CBC	Andrew W. Robb William Coates Borrett Fletcher Coates	Fletcher Coates Berton E. Robinson Arthur Greig	All-Canada Weed Thesaurus Lang-Worth PN, BUP
SYDNEY............	CJCB	1270	1,000	Eastern Broadcasters Ltd. Radio Bldg. 209	CBC	N. Nathanson N. Nathanson M. Grant	T. C. Robertson C. MacDougall A. Vernon	All-Canada Weed PN
YARMOUTH........	CJLS	1340	100	Gateway Broadcasting Co. Radio Bldg. 500	CBC	Laurie L. Smith Laurie L. Smith Ronald C. Fraser	Willard F. King Ronald C. Fraser Donald L. Smith	Dominion TP

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Located in the heart of the largest single concentration of population

HALIFAX

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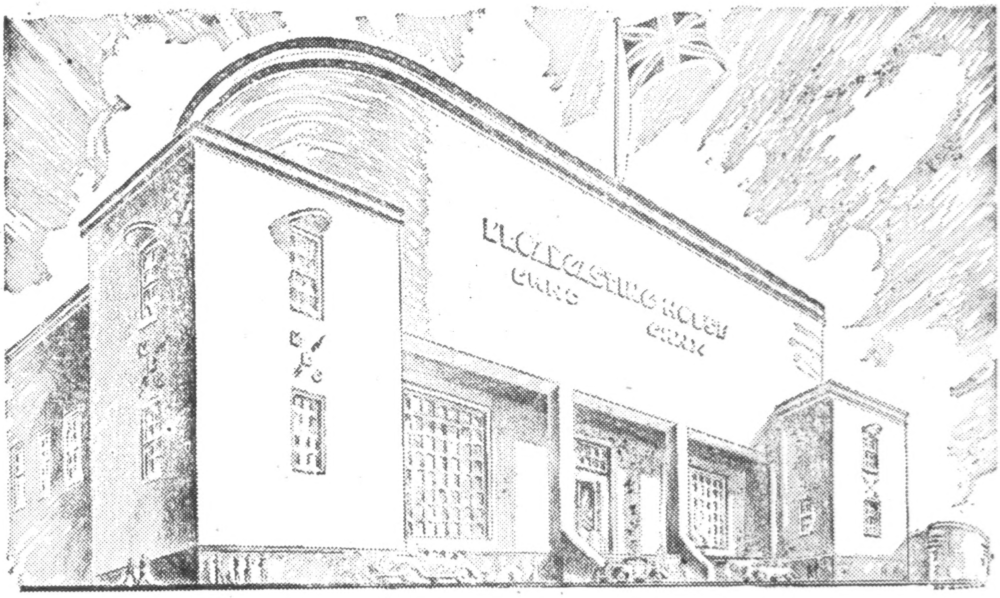

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Studios & Offices: BROADCASTING HOUSE, HALIFAX, NOVA SCOTIA

Representatives

U.S.A.: WEED & CO.—CANADA: ALL-CANADA RADIO FACILITIES, Ltd.

DIRECTORY OF BROADCASTING STATIONS IN CANADA

*—Non-Commercial Stations. N—Night. LS—Operates to Local Sunset.

ONTARIO

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
BRANTFORD	CKPC	1380	100	Telephone City Broadcast Ltd. 49 Colborne St. 625	....	Mrs. J. D. Buchanan Mrs. J. D. Buchanan Mrs. M. George	....	Alexander World BUP
BROCKVILLE	CFLC	1450	100	J. C. Whitby Fulford Bldg. 4628	....	J. C. Whitby J. C. Whitby H. D. Kirby	J. C. Whitby H. D. Kirby G. W. Andrews	Stovin & Wright
CHATHAM	CFCO	630	100	John Beardall P. O. Box 275 2626	CBC	John Beardall John Beardall Peter A. Kirkey	.... Peter A. Kirkey Gordon D. Brooks	.... BUP
FORT WILLIAM	CKPR	580	1,000	Dougall Motor Car Co. Ltd. Radio Hall South 315	CBC	H. F. Dougall Ralph H. Parker John Downs	....	Radio Representatives Inland Wilson Thesaurus PN
HAMILTON	CHML	900	1,000	Maple Leaf Radio Co. Ltd. 36 James St. S. 7-1539	CBC	Senator A. C. Hardy K. D. Soble K. D. Soble	Stu Kenney Lou Spector Bill Crawford	McGillvra Stovin & Wright Associated Standard PN
	CKOC	1150	1,000–LS 500–N	Wentworth Radio Bcstg. Co. Ltd. 32 John St. N. 7-4484	CBC	H. R. Carson W. T. Cranston William Speers	J. Lyman Potts L. D. Westmoreland L. Horton	All-Canada Weed Thesaurus World BUP
KENORA	CKCA	1450	250–LS 100–N	Kenora Broadcasting Co. Hotel Kenricia 717	CBC	J. J. Gray Gerald F. Bourke	.... Russell C. Fawcett	Stovin & Wright
KINGSTON	*CFRC	1490	100	Queen's University Whig Standard Bldg. 4401	....	Dr. R. C. Wallace	.... H. H. Stewart	....
	CKWS	960	1,000	Allied Broadcasting Corp. Ltd. 306 King St. East 4401	CBC	Hon. W. Rupert Davies Jack M. Davidson Ray Hoff	Bob Kesten Jack Davidson Geo. McCurdy	All-Canada Northern Weed Thesaurus PN
KIRKLAND LAKE	CJKL	560	1,000	Northern Bcstg. & Publishing Ltd. Arcade Bldg. 27	CBC	R. H. Thomson Allan Rogerson Allan Rogerson	Duke McLeod .... T. G. Watson	All-Canada Northern Weed Thesaurus PN
KITCHENER	CKCR	1490	250	K. W. Broadcasting Co. Waterloo Trust Bldg. 2-1246	....	W. C. Mitchell & G. Liddle W. C. Mitchell G. Liddle	Phil Clayton G. Liddle Ion Hartman	Stovin & Wright PN
LONDON	CFPL	1570	1,000	London Free Press Printing Co. London, Ont. Metcalfe 5200	CBC	London Free Press Ptg. Co. Charles Thomas Philip Morris	Philip Morris Philip Morris Cecil Yorke	Stovin & Wright McGillvra Thesaurus
NORTH BAY	CFCH	600	100	Northern Bcstg. & Publishing Ltd. 37 Main East 2400	CBC	R. H. Thomson C. O. Pickrem J. M. Garson	Ernest Courtney W. Wallace Geo. McCurdy	All-Canada Northern Weed Thesaurus PN
OTTAWA	CBO	910	1,000	Canadian Broadcasting Corp. Chateau Laurier Hotel 2-2681	CBC	CBC–Dr. J. S. Thomson Charles Wright E. A. Weir, Toronto	Charles Wright .... E. C. Stewart	CBC PN, BUP
	CKCO	1310	1,000	Dr. G. M. Geldert 272 Somerset St. West 2-3611	....	Dr. G. M. Geldert Dr. G. M. Geldert Gerald Geldert	Jack MacLaren .... William McLellan	Stovin & Wright McGillvra Associated Lang-Worth BUP
OWEN SOUND	CFOS	1400	250	Grey & Bruce Bcstg. Co. Ltd. 904 Second Ave. East 1940	....	Howard F. Fleming Frank G. Radcliffe William N. Hawkins	Stanley Latham .... William Vallins	Stovin & Wright McGillvra World PN
PARRY SOUND	CHPS	1450	250	Gordon E. Smith Box 1105 700	....	W. A. Mitchell Gordon E. Smith Gordon E. Smith	D. Mitchell J. Smith G. A. Clement	Stovin & Wright PN
PEMBROKE	CHOV	1340	250	Ottawa Valley Bcstg. Co. Pembroke	....	D. A. Jones E. Gordon Archibald E. Gordon Archibald	....	Stovin & Wright Thesaurus
PETERBOROUGH	CHEX	1430	1,000	Peterborough Broadcasting Co. Examiner Bldg. 4641	....	Hon. W. Rupert Davies Hal Cooke Norman Brown	Don Insley El Jones Bert Crump	All-Canada Northern Weed Thesaurus PN
SAULT STE. MARIE	CJIC	1490	250	Hyland Broadcasting Co. Windsor Hotel 3500	CBC	J. G. Hyland J. G. Hyland J. G. Hyland	Victor Haft Victor Haft M. Fisher	Alexander Thesaurus PN
ST. CATHERINES	CKTB	1550	1,000	Silver Spire Bcstg. Station Ltd. St. Paul & Yates Sts. 3900	CBC	E. T. Sandell E. T. Sandell E. T. Sandell	J. A. McQuillan .... W. H. Allen	Alexander McGillvra BUP
STRATFORD	CJCS	1240	50	Central Broadcasting Co. Windsor Hotel 1675	....	F. M. Squires S. E. Tapley S. E. Tapley	Charles Trethewey M. R. Dunseith George Hildebrand	All-Canada Weed BUP

DIRECTORY OF BROADCASTING STATIONS IN CANADA

*—Non-Commercial Stations. N—Night. LS—Operates to Local Sunset.

ONTARIO—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
SUDBURY..........	CKSO	790	1,000	Sudbury Daily Star 21 Elgin St. 77-505	CBC	W. E. Mason W. J. Woodill W. J. Woodill	.... James McRae	All-Canada Weed Thesaurus World BUP
TIMMINS..........	CKGB	1470	1,000	Northern Bcstg. & Publishing Ltd. Thomson Bldg. 500	CBC	Roy Thomson T. R. Morrow Harvey Freeman	Harrison Flint Bill Wallace Geo. McCurdy	All-Canada Northern Weed Thesaurus PN
TORONTO..........	CBL	740	50,000	Canadian Broadcasting Corp. 805 Davenport Rd. Kenwood 9411	CBC NBC	CBC–Dr. J. S. Thomson D. Claringbull E. A. Weir, Toronto	D. Claringbull .... W. A. Reid	CBC PN, BUP
	CBY	1010	1,000	Canadian Broadcasting Corp. 805 Davenport Rd. Kenwood 9411	CBC NBC	CBC–Dr. J. S. Thomson D. Claringbull E. A. Weir, Toronto	D. Claringbull .... W. A. Reid	CBC PN, BUP
	CFRB	860	10,000	Rogers Radio Bcstg. Co. Ltd. 37 Bloor St. W. Midway 3515	CBS	Harry Sedgwick E. Lloyd Moore E. Lloyd Moore	Roy Locksley .... John L. Sharpe	All-Canada McGillvra Thesaurus Lang-Worth PN, BUP
	CKCL	580	1,000	Dominion Battery Co. Ltd. 444 University Ave. Adelaide 1014	MBS	Henry S. Gooderham Henry S. Gooderham A. E. Leary	Maurice D. Rapkin A. E. Leary E. O. Swan	Radio Representatives McGillvra World BUP
WINDSOR..........	CKLW	800	5,000	Western Ontario Bcstg. Co. Ltd. Union Guardian Bldg., Detroit Cadillac 7200	MBS CBC	Malcolm G. Campbell J. E. Campeau Richard E. Jones	John Gordon Richard E. Jones W. J. Carter	McGillvra Stovin & Wright World BUP
WINGHAM.........	CKNX	920	1,000	W. T. Cruickshank Box 461 158	....	W. T. Cruickshank W. T. Cruickshank James Maxwell	James Maxwell Fred Russell Joseph McGill	Alexander BUP

BUGLE BLOWING IS NOW THE EXCLUSIVE PRIVILEGE OF THE ARMED FORCES

Up here in Canada, the radio business is so tuned to the job of assisting in Canada's war effort that *most* of the *better* stations have ceased for the duration to use promotion to show how much better they are than the other fellow.

This, we think, is a splendid spirit, and we just want to remind you that we still have the same potential audience of over one-and-a-half million people and the same ideal frequency—580—on the dial, and we are one of the two stations in Canada affiliated with the Mutual network.

CKCL

TORONTO

1000 Watts 580 Kc.

Mutual Broadcasting System

USA—Joseph Hershey McGillvra Montreal—Radio Representatives Ltd.

CHML offers you more radio homes within its ½ m/v contour per dollar spent—than any other radio station in Canada.

$$\frac{477851}{769330} - 62.11\%$$

It's true. CHML covers 62.11% of all radio homes in Ontario, in its primary and secondary areas.

This information is based on our RCA Field Intensity Contour Map, a copy of which is available on request.

HERE'S HOW.....

Total Ontario Homes		769,330
CHML - Primary Area	*- 309,938*	
- Secondary "	*- 167,913*	477,851

WHAT ABOUT LISTENERS?

A SINGLE broadcast over CHML, with a simple contest, brought 5,623 letters from 345 Ontario post offices. The contest was broadcast without previous notice.

CHML

HAMILTON

1000 Watts, Day and Night • 900 Kc.

In Canada

Metropolitan Broadcasting Service Ltd.: Toronto & Montreal

In U.S.A.

Joseph Hershey McGillvra: New York, Chicago, Los Angeles

DIRECTORY OF BROADCASTING STATIONS IN CANADA

***—Non-Commercial Stations.** **N—Night.** **LS—Operates to Local Sunset.**

PRINCE EDWARD ISLAND

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
CHARLOTTETOWN..	CFCY	630	1,000	Island Radio Bcstg. Co. Ltd. 85 Kent St. 741	CBC	Lt. Col. K. S. Rogers L. A. McDonald L. A. McDonald	L. A. McDonald .... Robert F. Large	All-Canada Weed Standard Lang-Worth BUP
SUMMERSIDE......	CHGS	1480	100	R. T. Holman Ltd. Holman Bldg. 133	CBC	H. T. Holman R. L. Mollison	Albert A. Nicholson .... Angus MacKee	....

QUEBEC

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
AMOS..............	CHAD	1340	250	Northern Bcstg. & Publishing Ltd Capitol Bldg.	CBC No. Quebec	R. H. Thomson Joseph Duguay Dan Carr	Bernard Cowan .... George H. Pope	All-Canada Northern PN
CHICOUTIMI.......	CBJ	1580	1,000	Canadian Broadcasting Corp. Chicoutimi	CBC	CBC—Dr. J. S. Thomson V. Fortin J. Arthur Dupont, Montreal	.... J. E. Roberts	CBC BUP
HULL...............	CKCH	1240	250	Hull Broadcasting Co. 85 Champlain St. 2-1701	CBC	Syndicat Oeuvres Sociales George Bourassa George Bourassa	George Bourassa George Bourassa Max Gebhardt	Radio Representatives Dominion Thesaurus
MONTREAL........	CBF	690	50,000	Canadian Broadcasting Corp. 1231 St. Catherine St. W. Marquette 8021	CBC NBC	CBC—Dr. J. S. Thomson O. Renaud J. Arthur Dupont	.... L. Ducharme	CBC PN, BUP
	CBM	940	5,000	Canadian Broadcasting Corp. 1231 St. Catherine St. W. Marquette 8021	CBC NBC	CBC—Dr. J. S. Thomson O. Renaud J. Arthur Dupont	.... E. D. Roberts	CBC PN, BUP
	CFCF	600	500	Canadian Marconi Co. 1231 St. Catherine St. W. Plateau 2577	Blue	A. H. Ginman James A. Shaw M. J. Humphreys	H. H. Hewetson E. H. Smith John Gettenby	All-Canada Weed Thesaurus BUP
	CHLP	1490	250	La Patrie Publishing Co. Ltd. Sun Life Bldg. Plateau 5225	....	Hon. P. R. DuTremblay Marcel Lefebvre Marcel Lefebvre	.... Alphonse Cloutier	Alexander McGillvra Standard BUP
	CKAC	730	5,000	La Cie de Publication de La Presse 980 St. Catherine St. W. Marquette 3611	CBS	Hon. P. R. DuTremblay Phil. Lalonde Louis Leprohon	Paul Corbeil Andre Daveluy Leonard Spencer	Stovin & Wright McGillvra Lang-Worth BUP
NEW CARLISLE.....	CHNC	610	1,000	Gaspesian Bcstg. Co. Ltd. Main St. 38	CBC	Dr. Charles Dumont Dr. Charles H. Houde Viateur Bernard	.... Viateur Bernard J. R. McGough	All-Canada McGillvra
QUEBEC CITY......	CBV	980	1,000	Canadian Broadcasting Corp. Hotel Frontenac 5658	CBC	CBC—Dr. J. S. Thomson V. Valiquette J. Arthur Dupont, Montreal	.... C. Frenette	CBC PN, BUP
	CHRC	800	1,000	CHRC Ltd. Victoria Hotel 2-8178	....	CHRC Ltd. J. N. Thivierge J. N. Thivierge	Aurele Pelletier J. A. Hardy Arsene Nadeau	Dominion McGillvra Lang-Worth BUP
	CKCV	1340	100	CKCV Ltd. 142 Rue St. Jean 2-1585	CBC	J. Herve Baribeau Paul LePage Paul LePage	Jean Bender Paul LePage Albert Duberger	Radio Representatives World
RIMOUSKI.........	CJBR	900	1,000	J. A. Brillant 1 St. John St. 396	CBC	J. A. Brillant G. A. Lavoie	.... F. C. Doak	Stovin & Wright McGillvra
ROUYN............	CKRN	1400	250	La Cie de Radiodiffusion Rouyn-Noranda Ltd. Reilly Bldg. 1400	CBC No. Quebec	Jack K. Cooke Jean Legault Dan Carr	Bruno Cyr .... George H. Pope	All-Canada Northern Thesaurus PN
SHERBROOKE......	CHLT	1240	250	La Tribune Ltd. 3 Marquette St. 2071	CBC	Hon. Jacob Nicol A. Gauthier A. Gauthier	Jeanne Tremblay J. L. Gauthier Romeo Frechette	Dominion Thesaurus PN
STE. ANNE DE LA POCATIERE	CHGB	1230	250	G. T. Desjardins Ste. Anne de la Pocatiere	CBC	G. T. Desjardins	....	Stovin & Wright
THREE RIVERS.....	CHLN	1450	100	Le Nouvelliste Ltd. Chateau de Blois 4500	....	Hon. Jacob Nicol Leon Trepanier Leon Trepanier	.... Leon Trepanier	Radio Representatives World PN
VAL D'OR.........	CKVD	1320	100	La Voix D'Abitibi Third Ave. 500	CBC No. Quebec	R. H. Thomson Lucien Godin Lucien Godin	Albert Aube Lloyd Elias George H. Pope	All-Canada Northern PN

DEDICATED TO VICTORY

CFCY

CHARLOTTETOWN, P. E. I.
630 Kc. • 1000 W.

CFCY CARRIES THE STORY OF THE WAR TO THE PEOPLE

To Thousands of Service Men
To Thousands of Defense Workers
To All the People at Home

To hundreds of thousands in the Three Canadian Maritime Provinces we are more than ever—

"The Friendly Voice of the Maritimes"

Representatives:
U.S.A.: WEED AND COMPANY
CANADA: ALL-CANADA RADIO FACILITIES

The QUEBEC NETWORK

with associated stations of

"ICI RADIO CANADA"

offers advertisers

475,000

French Speaking Radio Homes

A population that can only be reached effectively in its own language. An area where radio ratings are remarkably high and consistent.

CBF—Montreal
CBV—Quebec City
CBJ—Chicoutimi
CJBR—Rimouski
CHNC—New Carlisle
CKCH—Hull
CHGB—Ste. Anne de la Pocatiere
CKRN—Rouyn
CKVD—Val d'Or
CHAD—Amos

For Rates and Details Write
Commercial Department

CANADIAN BROADCASTING CORPORATION

1231 St. Catherine St., W.
Montreal

55 York Street
Toronto

In French Québec...

it's the FAMILY AUDIENCE that counts

● If there's any market where Family Coverage is essential, it's French Québec.

Jean-Baptiste's family circle is the bulwark of Québec's way of life. Here all social activities are centred. Here all purchases are debated and planned.

And the national recreation of French Canada is Radio. French-Canadian families listen to their radios in a ratio of 3 to 2 compared with their English compatriots.

Your entrée to Jean-Baptiste's family circle is through Station CKAC, the station which commands the *family audience* of French Québec, night after night throughout the year.

Monthly listenership tests confirm the overwhelming *family preference* for CKAC programs in the prosperous French-Canadian market.

CKAC

LA PRESSE, MONTREAL

COLUMBIA BROADCASTING SYSTEM

Canadian Representative
C. W. Wright

U.S. Representative
Joseph H. McGillvra

DIRECTORY OF BROADCASTING STATIONS IN CANADA

*—Non-Commercial Stations. N—Night. LS—Operates to Local Sunset

SASKATCHEWAN

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
MOOSE JAW.......	CHAB	800	1,000	CHAB Ltd. Grant Hall Hotel 2377	CBC	A. E. Jacobson H. C. Buchanan W. E. Cameron	J. S. Boyling G. G. Henderson M. Pickford	All-Canada Weed Lang-Werth BUP
PRINCE ALBERT....	CKBI	900	1,000	Central Broadcasting System Ltd. Sanderson Block	CBC	Lloyd Moffat Lloyd Moffat G. Tonkin	George Dobson Gerald Prest T. Van Nes	All-Canada Weed BUP
REGINA............	CJRM	980	1,000	Transcanada Communications Ltd. Saskatchewan Life Bldg. 8424	CBC	Transcanada Com. Ltd. F. V. Scanlan B. M. Pirie	G. B. Quinney .... William McDonald	All-Canada McGillvra Lang-Worth PN
	CKCK	620	1,000	Leader-Post Bcstg. Station CKCK Leader-Post Bldg. 8525	CBC	Victor Sifton Harold A. Crittenden Bob Buss	Wilfred Collier Marj. Walsh E. Strong	All-Canada Weed Thesaurus Standard PN, BUP
SASKATOON........	CFQC	600	1,000	A. A. Murphy & Sons Ltd. 216 First Ave. N. 7282	CBC	A. A. Murphy Vernon Dallin Vernon Dallin	Cy Cairns Cy Cairns Stan Clifton	Radio Representatives Wilson Inland Thesaurus Standard Lang-Worth BUP
WATROUS..........	CBK	540	50,000	Canadian Broadcasting Corp. Manitoba Telephone Bldg., Winnipeg 9-7261	CBC	CBC—Dr. J. S. Thomson H. G. Walker E. A. Weir, Toronto	H. G. Walker .... L. J. Marshall	CBC PN, BUP
YORKTON..........	CJGX	1460	1,000	Yorkton Bcstg. Co. Ltd. Smith-McKay Bldg. 324	CBC	Dawson Richardson A. L. Garside L. C. DeGagne	R. J. Priestly L. C. DeGagne A. Mills	Stovin & Wright McGillvra BUP

B.U.P.

"COVERS THE WORLD"

BRITISH UNITED PRESS

Head Office — 231 St. James Str.
Montreal, Quebec,
Canada

SPONSORS—

are telling their stories to buyers all over Canada by using British United Press Radio Newswire features over the Dominion's dominant broadcasting outlets. There are 12 of these audience-winning scripts, covering the fields of sports, farming, humour, women, Hollywood, war analysis, war reviews and war adventure.

B. U. P.—The World's Best Coverage of the World's Biggest News

PANAMA

[Receiving Sets, 41,000. No Set Tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Colon	HOK	*La Voz de la Victor	640	250
Panama City	HP5C	*Radio Miramar	730	500
"	HOC	*La Voz de la Victor	1440	25
		SHORT WAVE STATIONS		
Colon	HP5K	*La Voz de la Victor	6000	500
Panama City	HP5A	*Radio-Teatro Estrella de Panama	11700	300
"	HP5B	*Radio Miramar	6030	150
"	HP5G	*Ron Dalley	11780	500
"	HP5H	*La Voz del Pueblo	6122	200
"	HP5J	*La Voz de Panama	9595	250
"	HOA	*Ron Dalley	2340	500

Log compiled as of Jan. 1, 1943.
*Indicates station sells time commercially.

NEWFOUNDLAND

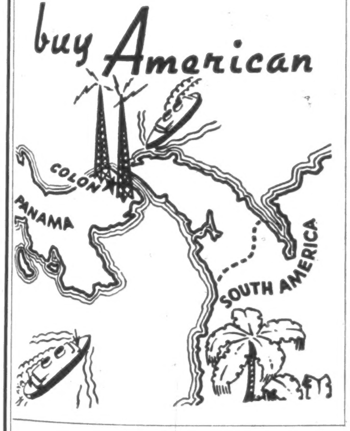
[Receiving Sets, 25,000. Set Tax, $2 Annually]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
St. Johns	VOWR	Wesley United Church	700	500
"	VONF	*Broadcasting Corp. of Newfoundland	640	12,000
"	VOCM	*Colonial Broadcasting System	1000	250
"	VOAR	Seventh Day Adventists	950	25
		SHORTWAVE STATIONS		
St. Johns	VONG	*Broadcasting Corp. of Newfoundland	9475	300
	VONH	*Broadcasting Corp. of Newfoundland	5970	300

Log compiled as of Jan. 1, 1943.
*Indicates station sells time commercially.

Advertise over Central America's most modern Stations

RICH PANAMA
and the
CANAL ZONE



HOK-HP5K
640 Kc. 6,005 Kc.
Colon, Panama

HP5A
11,700 Kc.

HOC
1,440 Kc.
PANAMA CITY

operated by the
PANAMA
BROADCASTING
SYSTEM

Rep: Melcher Guzman Co., Inc.
9 Rockefeller Plaza, New York City

Boost your sales where 190,000* Americans of the Canal Zone buy American

*1941 total—present figure not available during wartime

ADVERTISING
AGENCY LIST

DONT WONDER!
KNOW the advertisers that use Radio and those that do not

The Standard Advertising Register has access to data on both Spot and Network advertising, making it possible to indicate the national and sectional advertisers using Radio. The expenditures of each advertiser for Radio time is an important feature of the service.

This important information is but a part of the story. The "Register" lists over 11,000 national and sectional advertisers, giving the personnel of each, the advertising agency placing the account, distribution of the advertisers product, time of year advertising plans are made and other data of real sales promotion value.

Investigate this service that offers such real sales building possibilities. Write our nearest office for facsimile pages and descriptive booklet.

National Register Pub. Co.

330 W. 42nd St.
New York

333 N. Michigan Ave.
Chicago

STANDARD
ADVERTISING
REGISTER

Advertisers Using NBC Network During 1942

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Albers Milling Co., Seattle	Cereals	Whodunit	Friday, 8:30-9:00 P.M. PWT	14	Oct. '42—	Lord & Thomas, San Francisco
Albers Milling Co., Seattle	Cereals	Whodunit	Friday, 9:00-9:30 P.M. PWT	14	Feb. '42-June '42	Lord & Thomas, San Francisco
American Chicle Co., Long Island City, N. Y.	Gum	By the Way	Tues.-Fri., 5:45-6:00 P.M. PWT	6	Mar. '42-Oct. '42	Badger, Browning & Hershey, N. Y.
American Chicle Co., Long Island City, N. Y.	Gum	By the Way	Wed.-Sat., 5:45-6:00 P.M. PWT	6	Oct. '42—	Badger, Browning & Hershey, N. Y.
American Tobacco Co., New York	Lucky Strike	Kay Kyser's Kollege	Wednesday, 10:00-11:00 P.M.	125	Nov. '33—	Lord & Thomas, N. Y.
American Tobacco Co., New York	Lucky Strike	Information Please	Friday, 8:30-9:00 P.M.	109	Nov. '40—	Lord & Thomas, N. Y.
Anacin Co., Jersey City	Anacin	America the Free	Saturday, 11:30-12:00 Noon	59	Dec. '41-Aug. '42	Blackett-Sample-Hummert, N. Y.
Anacin Co., Jersey City	Anacin	Just Plain Bill	Mon.-Fri., 5:30-5:45 P.M.	50	Sept. '42—	Blackett-Sample-Hummert, N. Y.
B. T. Babbitt Inc., New York	Bab-O Cleaner	David Harum	Mon.-Fri., 11:45-12:00 Noon	45	Sept. '40—	Maxon Inc., N. Y.
Bayer Co., New York	Bayer Aspirin	Album of Familiar Music	Sunday, 9:30-10:00 P.M.	68	Oct. '31—	Blackett-Sample-Hummert, N. Y.
Bayer Co., New York	Bayer Aspirin	Young Widder Brown	Mon.-Fri., 4:45-5:00 P.M.	52	Jan. '40-Sept. '42	Blackett-Sample-Hummert, N. Y.
Bayer Co., New York	Bayer Aspirin	Lorenzo Jones	Wed., Thurs., Fri., 4:30-4:45 P.M.	56	Sept. '42—	Blackett-Sample-Hummert, N. Y.
Bell Telephone System, New York	Telephone Service	Telephone Hour	Monday, 8:00-8:30 P.M.; 12:00-12:30 A.M.	125	Apr. '40—	N. W. Ayer & Son, N. Y.
Best Foods, New York	Hellman's	We, the Abbotts	Mon.-Fri., 5:30-5:45 P.M.	62	June '41-Apr. '42	Benton & Bowles, N. Y.
Bristol-Myers Co., New York	Minit-Rub	News	Mon., Wed., Fri., 4:45-5:00 P.M. PWT	8	Feb. '41-Feb. '42	Young & Rubicam, N. Y.
Bristol-Myers Co., New York	Ipana, Sal Hepatica	Time to Smile	Wednesday, 9:00-9:30 P.M.; 12:00-12:30 A.M.	87	Sept. '41-June '42	Young & Rubicam, N. Y.
Bristol-Myers Co., New York	Ipana, Sal Hepatica	Those We Love	Wednesday, 9:00-9:30 P.M.; 12:00-12:30 A.M.	87	June '42-Sept. '42	Young & Rubicam, N. Y.
Bristol-Myers Co., New York	Ipana, Sal Hepatica	Time to Smile	Wednesday, 9:00-9:30 P.M.; 12:00-12:30 A.M.	126	Oct. '42—	Young & Rubicam, N. Y.
Bristol-Myers Co., New York	Vitalis	Mr. District Attorney	Wednesday, 9:30-10:00 P.M.; 12:30-1:00 A.M.	126	June '40—	Pedlar & Ryan, N. Y.
Brown & Williamson Tobacco Co., Louisville	Raleighs	Red Skelton	Tuesday, 10:30-11:00 P.M.	118	Sept. '41-June '42	Russel M. Seeds Co., Chicago
Brown & Williamson Tobacco Co., Louisville	Raleighs	Tommy Dorsey	Tuesday, 10:30-11:00 P.M.	118	June '42-Sept. '42	Russel M. Seeds Co., Chicago
Brown & Williamson Tobacco Co., Louisville	Raleighs	Red Skelton	Tuesday, 10:30-11:00 P.M.	127	Sept. '42—	Russel M. Seeds Co., Chicago
Brown & Williamson Tobacco Co., Louisville	Bugler	Plantation Party	Wednesday, 8:30-9:00 P.M.; 11:30-12:00 Mid	84	May '40-June '42	Russel M. Seeds Co., Chicago
Brown & Williamson Tobacco Co., Louisville	Bugler	Plantation Party	Friday, 9:30-10:00 P.M.	83	June '42-Nov. '42	Russel M. Seeds Co., Chicago
Brown & Williamson Tobacco Co., Louisville	Bugler	Plantation Party	Friday, 9:30-9:53 P.M.	83	Nov. '42—	Russel M. Seeds Co., Chicago
Brown & Williamson Tobacco Co., Louisville	Raleigh	Raleigh Serenade	Friday, 9:53-10:00 P.M.	83	Nov. '42—	Russel M. Seeds Co., Chicago
Brown & Williamson Tobacco Co., Louisville	Raleighs	Uncle Walters Dog House	Friday, 9:30-10:00 P.M.	84	May '41-May '42	Russel M. Seeds Co., Chicago
Brown & Williamson Tobacco Co., Louisville	Raleighs	Tommy Dorsey	Wednesday, 8:30-9:00 P.M.; 11:30-12:00 Mid	125	Sept. '42—	Russel M. Seeds Co., Chicago
Brown & Williamson Tobacco Co., Louisville	Wings	Wings of Destiny	Friday, 10:00-10:30 P.M.	83	Oct. '40-Mar. '42	Russel M. Seeds Co., Chicago
Brown & Williamson Tobacco Co., Louisville	Wings	Capt. Flagg and Sgt. Quirt	Friday, 10:00-10:30 P.M.	83	Mar. '42-Apr. '42	Russel M. Seeds Co., Chicago
Brown & Williamson Tobacco Co., Louisville	Wings	People Are Funny	Friday, 10:00-10:30 P.M.	85	Apr. '42—	Russel M. Seeds Co., Chicago
Campana Sales Co., Batavia, Ill.	Campana Balm	Campana Serenade	Saturday, 10:15-10:30 P.M.	53	Oct. '42—	Aubrey, Moore & Wallace, Chicago
Carnation Co., Milwaukee	Milk	Contented Hour	Monday, 10:00-10:30 P.M.	58	May '31—	Erwin Wasey & Co., Chicago
George W. Caswell Co., San Francisco	Coffee	Concert Petite	Sunday, 11:15-11:30 A.M. PWT	7	Apr. '41-Mar. '42	Botsford Constantine & Gardner, San Francisco
Cities Service Co., New York	Gas and Oil	Cities Service Concert	Friday, 8:00-8:30 P.M.	63	Oct. '40—	Lord & Thomas, N. Y.
Colgate-Palmolive-Peet Co., Jersey City	Dental Cream	Bachelor's Children	Mon.-Fri., 10:15-10:30 A.M.; 12:15-12:30 P.M.	62	Sept. '41-Sept. '42	Ted Bates Inc., N. Y.
Colgate-Palmolive-Peet Co., Jersey City	Super Suds	Bess Johnson	Mon.-Fri., 10:00-10:15 A.M.	62	Apr. '41-Sept. '42	Sherman & Marquette, Chicago
Colgate-Palmolive-Peet Co., Jersey City	Shave Cream	Sports Newsreel	Saturday, 10:00-10:15 A.M.	126	Oct. '41—	Sherman & Marquette, Chicago
Colgate-Palmolive-Peet Co., Jersey City	Dental Cream	Can You Top This?	Saturday, 9:30-10:00 P.M.	126	Oct. '42—	Ted Bates Inc., N. Y.
Cudahy Packing Co., Chicago	Old Dutch Cleanser	Helpmate	Mon.-Fri., 10:30-10:45 A.M.	35	Sept. '41—	Blackett-Sample-Hummert, Chicago
Cummer Products Co., New York	Molle	Battle of the Sexes	Tuesday, 9:00-9:30 P.M.; 12:30-1:00 A.M.	57	Sept. '38—	Young & Rubicam, N. Y.
E. I. DuPont de Nemours Co., Wilmington, Del.	Institutional	Cavalcade of America	Monday, 7:30-8:00 P.M.; 10:30-11:00 P.M.	56	Oct. '40-Apr. '42	BBDO., N. Y.
E. I. DuPont de Nemours Co., Wilmington, Del.	Institutional	Cavalcade of America	Monday, 8:00-8:30 P.M.; 11:30-12:00 Mid	62	Apr. '42—	BBDO., N. Y.
Emerson Drug Co., Baltimore	Bromo-Seltzer	Ellery Queen	Saturday, 7:30-8:00 P.M. Thursday, 12:30-1:00 A.M.	62	Jan. '42-June '42	Ruthrauff & Ryan, N. Y.

(Continued on Page 173)

"*This is the* NATIONAL BROADCASTING COMPANY..."

THROUGH this great Master Control Board of the National Broadcasting Company, America's finest, most popular programs are routed daily to tens-of-millions of American homes where they are welcomed as old, familiar friends.

It is this friendly response of these loyal NBC listeners that year after year brings to NBC clients increasing goodwill and pyramiding sales.

Once again in 1942 NBC carried even more of the nation's favorite programs, which together with the finest radio facilities in existence, combined to carry the National Broadcasting Company in 1942 far beyond the achievements of any other network—and far beyond its own previous achievements as the "Network Most People Listen to Most."

MOST LISTENERS

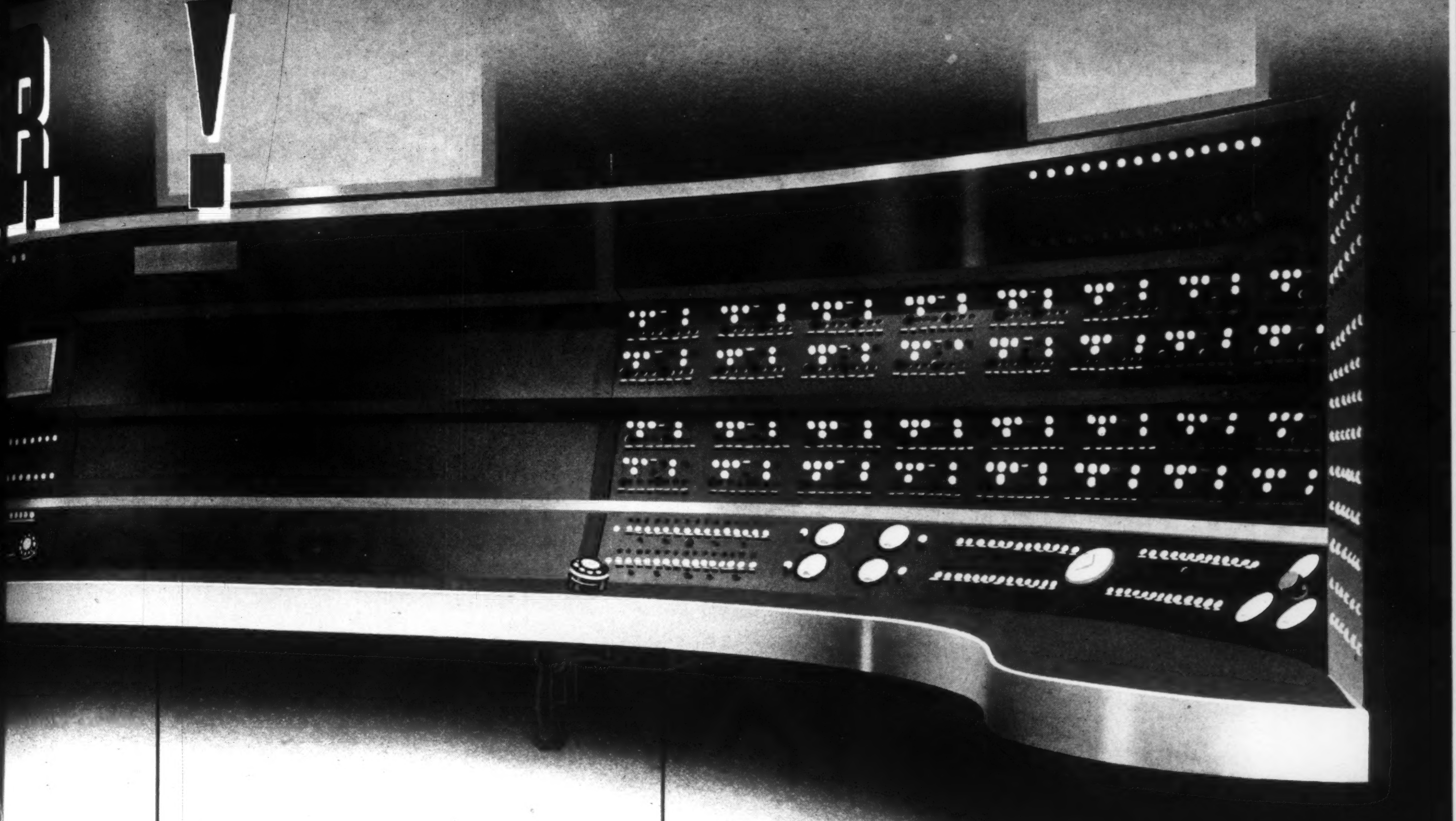
Night and Day—a far greater percentage of radio families "Listen Most" to NBC than to any other network. Figures from NBC's 1942 Nationwide Survey of Radio Listening Habits show that *throughout the country* 51.8% of the radio families "Listen Most" to NBC Stations *at night* as compared to 24.5% for the Second Network. *In the daytime*, 35.5% of the radio families "Listen Most" to NBC against 23.1% for the Second Network.

HIGHEST RATINGS

During 1942 NBC developed the largest audience in radio history. For the first two months, CAB gave NBC an average of 7 out of 10 of the highest-rated shows, reaching an all-time high in November and December when NBC consistently won 9 out of 10. And for the entire year (based on network commercial quarter-hours) NBC topped its nearest competitor by 42% in aggregate evening ratings—and by 42% in average evening ratings.

ALL POPULARITY POLLS

Six years running (1937-1942) NBC has won more "Favorite Entertainers" and more "Favorite Programs" in the Radio Daily Poll than all the other networks combined ... For the same six years NBC has won top place in the "Champion of Champions" group in the Fame-Motion Picture Poll. And again this year, in these two polls, and the Cleveland Plain Dealer Poll, *NBC programs and stars won more first places than all other networks combined.*



LEADING ADVERTISERS

For 16 years the country's leading radio advertisers have consistently used NBC. Two-thirds of the nation's advertisers investing yearly $500,000 or more in network radio were NBC clients in 1942. Three-quarters of these clients have been on NBC from 5 to 15 years, *half of them for 10 years or more*—conclusive evidence that the "Network Most People Listen to Most" is also the network most leading advertisers use most.

OUTSTANDING WAR SERVICE

In 1942 NBC contributed hundreds of programs and tens-of-thousands of announcements to become a vital weapon of war. In a typical month, NBC averaged more than 5 hours of its own time daily to aid in the sale of War Bonds, to gear civilian life to a war economy, to provide entertainment and relaxation for fighting men and war workers, etc. Every minute of this time has been devoted to the cause of victory.

BETTER COVERAGE

11 new stations added—3 stations with increased daytime power—10 stations with increased night power (for a total network power increase of 8%). These are the coverage improvements that NBC delivered in 1942 to its advertisers and agencies. NBC's 1942 10% Full Network Discount Plan, which increased the average nighttime network to 94 stations, has proved the most effective audience-increaser in the history of radio.

"This is the NATIONAL BROADCASTING COMPANY..."

" This is the NATIONAL BROADCASTING COMPANY . . ."

THE NATIONAL BROADCASTING COMPANY

PLEDGES CONTINUING, UNREMITTING SERVICE

TO THE GOVERNMENT AND TO THE

PEOPLE OF AMERICA.

Advertisers Using NBC Network During 1942

[Continued from Page 169]

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
merson Drug Co., Baltimore	Bromo-Seltzer	Ellery Queen	Saturday, 7:30-8:00 P.M. Thursday, 12:30-1:00 A.M.	20	Oct. '42—	Ruthrauff & Ryan, N. Y.
irestone Tire & Rubber Co., Akron	Tires & Tubes	Voice of Firestone	Monday, 8:30-9:00 P.M.; 11:30-12:00 Mid	126	Dec. '28—	Sweeney & James Co., Cleveland
W. Fitch Co., Des Moines	Hair Tonic & Shampoo	Fitch Band Wagon	Sunday, 7:30-8:00 P.M.	130	Sept. '38—	L. W. Ramsey Co., Davenport, Ia.
General Electric Co., Cleveland	Lamps	Hour of Charm	Sunday, 10:00-10:30 P.M.	126	Sept. '39—	BBDO., N. Y. Foster & Davies, Cleveland
General Foods Corp., New York	Jell-O	Jack Benny	Sunday, 7:00-7:30 P.M.; 11:30-12:00 Mid	112	Oct. '41-June '42	Young & Rubicam, N. Y.
General Foods Corp., New York	Grape Nuts	Jack Benny	Sunday, 7:00-7:30 P.M.	134	Oct. '42—	Young & Rubicam, N. Y.
General Foods Corp., New York	Maxwell House Coffee	Maxwell House Coffee Time	Thursday, 8:00-8:30 P.M.; 11:30-12:00 Mid	91	Sept. '41-June '42	Benton & Bowles, N. Y.
General Foods Corp., New York	Post Toasties	Post Toasties Time	Thursday, 8:00-8:30 P.M.; 11:30-12:00 Mid	98	June '42-Sept. '42	Benton & Bowles, N. Y.
General Foods Corp., New York	Maxwell House Coffee	Maxwell House Coffee Time	Thursday, 8:00-8:30 P.M.; 11:30-12:00 Mid	132	Sept. '42—	Benton & Bowles, N. Y.
General Foods Corp., New York	Postum	Aldrich Family	Thursday, 8:30-9:00 P.M.; 12:00-12:30 A.M.	129	Aug. '41—	Young & Rubicam, N. Y.
General Foods Corp., New York	Diamond Crystal & Bakers	When a Girl Marries	Mon.-Fri., 5:00-5:15 P.M.	76	Sept. '41—	Benton & Bowles, N. Y.
General Foods Corp., New York	Bran Flakes	Portia Faces Life	Mon.-Fri., 5:15-5:30 P.M.	87	Apr. '41—	Benton & Bowles, N. Y.
General Foods Corp., New York	Bran Flakes	Night Editor	Thursday, 8:15-8:30 P.M. PWT	6	Oct. '42—	Benton & Bowles, N. Y.
General Foods Corp., New York	Bran Flakes	Young Dr. Malone	Mon.-Fri., 10:45-11:00 A.M.	15	Aug. '42—	Benton & Bowles, N. Y.
General Mills, Minneapolis	Cheerioats, Flour, Wheaties	Gold Medal Hour	Mon.-Fri., 2:00-3:00 P.M.	34	May '38—	Blackett-Sample-Hummert, Chicago Knox Reeves, Minneapolis
General Mills, Minneapolis	All Products	Family Party	Saturday, 10:00-10:30 A.M.	6	Apr. '42-May '42	Blackett-Sample-Hummert, Chicago
Grove Labs, St. Louis	Bromo-Quinine	Sherlock Holmes	Sunday, 10:30-11:00 P.M.	73	Oct. '41-Mar. '42	Russel M. Seeds Co., Chicago
Grove Labs, St. Louis	Bromo-Quinine	Reveille Roundup	Mon., Wed., Fri., 7:45-8:00 A.M.; 8:45-9:00 A.M.; 10:30-10:45 A.M.	85	Oct. '41—	Russel M. Seeds Co., Chicago
Hall Bros., Kansas City	Greeting Cards	Tony Wons	Tues., Thurs., 1:15-1:30 P.M. Sunday, 4:15-4:30 P.M.	42	Oct. '41-Jan. '42	Henri, Hurst & McDonald, Chicago
Hall Bros., Kansas City	Greeting Cards	Tony Wons	Sunday, 4:15-4:30 P.M.	42	Oct. '41-Mar. '42	Henri, Hurst & McDonald, Chicago
Hecker Products Corp., New York	Shinola	Lincoln Highway	Saturday, 11:00-11:30 A.M.; 1:00-1:30 P.M.	76	May '41-May '42	Benton & Bowles, N. Y.
International Salt Co., Scranton, Pa.	Salt	The Wife Saver	Saturday, 10:30-10:45 A.M.	20	Jan. '42-June '42	J. M. Mathes, N. Y.
Andrew Jergens Co., Cincinnati	Cream & Powder	Adventures of the Thin Man	Wednesday, 8:00-8:30 P.M. Tuesday, 12:00-12:30 A.M.	79	July '41—	Lennen & Mitchell, N. Y.
C. Johnson & Son, Racine, Wis.	Floor Wax	Fibber McGee & Molly	Tuesday, 9:30-10:00 P.M.	128	Oct. '41-June '42	Needham, Louis & Brorby, Chicago
C. Johnson & Son, Racine, Wis.	Floor Wax	Meredith Willson & John Nesbitt	Tuesday, 9:30-10:00 P.M.	83	June '42-Sept. '42	Needham, Louis & Brorby, Chicago
C. Johnson & Son, Racine, Wis.	Floor Wax	Fibber McGee & Molly	Tuesday, 9:30-10:00 P.M.	128	Sept. '42—	Needham, Louis & Brorby, Chicago
Kolynos Co., Jersey City	Toothpaste	Front Page Farrell	Mon., Tues., 5:45-6:00 P.M.	50	Sept. '42—	Blackett-Sample-Hummert, N. Y.
Kraft Cheese Co., Chicago	Cheese & Salad Dressing	Music Hall	Thursday, 9:00-10:00 P.M.	87	July '40—	J. Walter Thompson Co., Chicago
Kraft Cheese Co., Chicago	Parkay	The Great Gildersleeve	Sunday, 6:30-7:00 P.M.; 11:00-11:30 P.M.	61	Aug. '41-June '42	Needham, Louis & Brorby, Chicago
Kraft Cheese Co., Chicago	Parkay	The Great Gildersleeve	Sunday, 6:30-7:00 P.M.; 11:00-11:30 P.M.	68	Aug. '42—	Needham, Louis & Brorby, Chicago
Lever Bros. Co., Cambridge, Mass.	Swan Soap	Burns & Allen	Tuesday, 7:30-8:00 P.M.; 9:00-9:30 P.M.	115	Oct. '41-June '42	Young & Rubicam, N. Y.
Lever Bros. Co., Cambridge, Mass.	Rinso	Grand Central Station	Friday, 7:30-8:00 P.M.; 10:30-11:00 P.M.	65	Oct. '41-June '42	Ruthrauff & Ryan, N. Y.
Lever Bros. Co., Cambridge, Mass.	Swan Soap	Tommy Riggs & Betty Lou	Friday, 7:30-8:00 P.M.; 10:30-11:00 P.M.	126	Oct. '42 —	Young & Rubicam, N. Y.
Lever Bros. Co., Cambridge, Mass.	Rinso	Edna Mae Oliver	Sunday, 7:00-7:30 P.M.	72	June '42-July '42	Ruthrauff & Ryan, N. Y.
Lever Bros. Co., Cambridge, Mass.	Rinso	Miss Tuttle	Sunday, 7:00-7:30 P.M.	72	July '42-Aug. '42	Ruthrauff & Ryan, N. Y.
Lever Bros. Co., Cambridge, Mass.	Rinso	Miss Crandell	Sunday, 7:00-7:30 P.M.	72	Aug. '42-Sept. '42	Ruthrauff & Ryan, N. Y.
Lever Bros. Co., Cambridge, Mass.	Rinso	Mayor of the Town	Sunday, 7:00-7:30 P.M.	72	Sept. '42-Oct. '42	Ruthrauff & Ryan, N. Y.
Lewis-Howe Co., St. Louis	Tums	Treasure Chest	Tuesday, 8:30-9:00 P.M.	69	June '40-June '42	Stack-Goble Adv. Agency, N. Y.
Lewis-Howe Co., St. Louis	Tums	Treasure Chest	Tuesday, 8:30-9:00 P.M.	125	June '42—	Roche, Williams, Cunnyngham, Chicago
Lewis-Howe Co., St. Louis	Tums	Frank Fay	Thursday, 10:30-11:00 P.M.	77	Oct. '41-May '42	Stack-Goble Adv. Agency, N. Y.
Libby Owens Ford, Toledo	Glass	War Correspondents	Saturday, 5:45-6:00 P.M.	46	Dec. '41-Mar. '42	Fuller & Smith & Ross, N. Y.
Liggett & Myers Tobacco Co., New York	Chesterfield	Fred Waring	Mon.-Fri., 7:00-7:15 P.M.; 11:00-11:15 P.M.	128	June '39—	Newell-Emmett Co., N. Y.
Lorillard Co., New York	Beech-Nut Cigarettes	Don't Be Personal	Friday, 8:30-9:00 P.M. PWT	6	Jan. '42-Mar. '42	Lennen & Mitchell, N. Y.
Los Angeles Soap Co., Los Angeles	Soaps	Art Baker—News	Mon.-Fri., 10:30-10:45 A.M. PWT	3	Oct. '42—	Raymond R. Morgan, Hollywood
Lumbermans Mutual Ins. Co., Chicago	Insurance	H. V. Kaltenborn	Sunday, 3:15-3:30 P.M.	5	Mar. '42-Apr. '42	Leo Burnett Co., Chicago
Mars Inc., Chicago	Candy	Doctor I. Q	Monday, 9:00-9:30 P.M.	90	July '39-Mar. '42	Grant Adv. Inc., Chicago

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Advertisers Using NBC Network During 1942

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Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Miles Labs., Elkhart, Ind.	Alka-Seltzer & Vitamins	Lum & Abner	Mon., Tues., Thurs., Fri., 8:15-8:30 P.M. PWT	6	Sept. '41-June '42	Wade Adv. Agency, Chicago
Miles Labs., Elkhart, Ind.	Alka-Seltzer & Vitamins	News of the World	Mon.-Fri., 7:15-7:30 P.M.	125	Mar. '41—	Wade Adv. Agency, Chicago
Miles Labs., Elkhart, Ind.	Alka-Seltzer & Vitamins	National Barn Dance	Saturday, 9:00-10:00 P.M.	65	June '40-June '42	Wade Adv. Agency, Chicago
Miles Labs., Elkhart, Ind.	Alka-Seltzer & Vitamins	National Barn Dance	Saturday, 9:00-9:30 P.M.	58	June '42—	Wade Adv. Agency, Chicago
Modern Food Process Co.	Thrivo Dog Food	Olivio Santoro	Sunday, 11:45-12:00 Noon	13	Sept. '42—	Clements Co., Philadelphia
Benjamin Moore Co., New York	Paints	Betty Moore	Saturday, 10:45-11:00 A.M.	37	Feb. '42-May '42	Direct
John Morrell & Co., Ottumwa, Ia.	Red Heart Dog Food	Bob Becker's Dog Chats	Sunday, 3:00-3:15 P.M.	55	Nov. '41-Apr. '42	Henri, Hurst & McDonald, Chicag
John Morrell & Co., Ottumwa, Ia.	Red Heart Dog Food	Bob Becker's Dog Chats	Sunday, 1:15-1:30 P.M.	33	Apr. '42-June '42	Henri, Hurst & McDonald, Chicag
Philip Morris & Co., New York	Philip Morris	Johnnie Presents—Ginny Simms	Tuesday, 8:00-8:30 P.M.; 11:30-12:00 Mid	129	Apr. '33—	Biow Co., N. Y.
Northern Pump Co., Minneapolis	Institutional	Upton Close	Saturday, 5:45-6:00 P.M.; 7:45-8:00 P.M.	125	Oct. '42—	BBDO., Chicago
Ohio Oil Co., Findlay, O.	Gas & Oil	Views on the News	Sunday, 4:30-5:00 P.M.	7	Sept. '42-Nov. '42	Stockton, West & Burkhart, Cincinnati
Ohio Oil Co., Findlay, O.	Gas & Oil	Views on the News	Sunday, 4:30-5:00 P.M.	7	Feb. '42-May '42	Stockton, West & Burkhart, Cincinnati
Packard Bell Co., Los Angeles	Radios	News Makers	Sunday, 3:45-4:00 P.M. PWT	5	Oct. '42—	Barton A. Stebbins, Los Angeles
Par Soap Co., Oakland, Cal.	Soap	It Happened in the Service	Wednesday, 5:30-5:45 P.M. PWT	21	Apr. '42-May '42	Long Adv. Service, San Francisco
Pepsodent Co., Chicago	Toothpaste & Brushes	Bob Hope	Tuesday, 10:00-10:30 P.M.	64	Sept. '41-June '42	Lord & Thomas, Chicago
Pepsodent Co., Chicago	Toothpaste & Brushes	A Date With Judy	Tuesday, 10:00-10:30 P.M.	67	June '42-Sept. '42	Lord & Thomas, Chicago
Pepsodent Co., Chicago	Toothpaste & Brushes	Bob Hope	Tuesday, 10:00-10:30 P.M.	126	Sept. '42—	Lord & Thomas, Chicago
Chas. H. Phillips Co., New York	Milk of Magnesia	Stella Dallas	Wed., Thurs., Fri., 4:15-4:30 P.M.	56	June '38—	Blackett-Sample-Hummert, N. Y.
Chas. H. Phillips Co., New York	Milk of Magnesia	Lorenzo Jones	Mon., Tues., 4:30-4:45 P.M.	56	Nov. '39—	Blackett-Sample-Hummert, N. Y.
Chas. H. Phillips Co., New York	Milk of Magnesia	Waltz Time	Friday, 9:00-9:30 P.M.	74	Sept. '33—	Blackett-Sample-Hummert, N. Y.
Chas. H. Phillips Co., New York	Haley's M-O	Backstage Wife	Mon., Tues., 4:00-4:15 P.M.	62	Sept. '36—	Blackett-Sample-Hummert, N. Y.
Chas. H. Phillips Co., New York	Milk of Magnesia	Young Widder Brown	Mon.-Fri., 4:45-5:00 P.M.	56	Jan. '40—	Blackett-Sample-Hummert, N. Y.
Procter & Gamble Co., Cincinnati	Camay	Guiding Light	Mon.-Fri., 3:30-3:45 P.M.	71	Mar. '41-June '42	Pedlar & Ryan, N. Y.
Procter & Gamble Co., Cincinnati	Camay	Pepper Young's Family	Mon.-Fri., 3:30-3:45 P.M.	79	June '42—	Pedlar & Ryan, N. Y.
Procter & Gamble Co., Cincinnati	Chipso	Road of Life	Mon.-Fri., 10:45-11:00 A.M.	40	Apr. '41-June '42	Pedlar & Ryan, N. Y.
Procter & Gamble Co., Cincinnati	Crisco	Vic & Sade	Mon.-Fri., 3:45-4:00 P.M.	70	Nov. '39-June '42	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Crisco	Vic & Sade	Mon.-Fri., 11:15-11:30 A.M.	74	June '42—	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Dreft	Lone Journey	Mon.-Fri., 11:30-11:45 A.M.	23	Apr. '41-June '42	Blackett-Sample-Hummert, Chicag
Procter & Gamble Co., Cincinnati	Dreft	Lone Journey	Mon.-Fri., 10:45-11:00 A.M.	40	June '42—	Blackett-Sample-Hummert, Chicag
Procter & Gamble Co., Cincinnati	Drene & Teel	Knickerbocker Playhouse	Saturday, 8:00-8:30 P.M.; 11:30-12:00 Mid	38	Sept. '41-Jan. '42	H. W. Kastor & Sons, Chicago
Procter & Gamble Co., Cincinnati	Drene	Abie's Irish Rose	Saturday, 8:00-8:30 P.M.; 11:30-12:00 Mid	42	Jan. '42-June '42	H. W. Kastor & Sons, Chicago
Procter & Gamble Co., Cincinnati	Drene	Abie's Irish Rose	Saturday, 8:00-8:30 P.M.; 11:30-12:00 Mid	127	Sept. '42—	H. W. Kastor & Sons, Chicago
Procter & Gamble Co., Cincinnati	Duz	The Bartons	Mon.-Fri., 11:30-11:45 A.M.	47	Oct. '41-June '42	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Duz	Road of Life	Mon.-Fri., 11:00-11:15 A.M.	80	June '42—	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Ivory	Against the Storm	Mon.-Fri., 3:00-3:15 P.M.	79	Apr. '41-June '42	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Ivory	Against the Storm	Mon.-Fri., 11:30-11:45 A.M.	81	June '42—	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Ivory Snow	Story of Mary Marlin	Mon.-Fri., 11:00-11:15 A.M.	64	Apr. '41-June '42	Benton & Bowles, N. Y.
Procter & Gamble Co., Cincinnati	Ivory Snow	Story of Mary Marlin	Mon.-Fri., 3:00-3:15 P.M.	64	June '42—	Benton & Bowles, N. Y.
Procter & Gamble Co., Cincinnati	Ivory	Truth or Consequences	Saturday, 8:30-9:00 P.M.; 11:00-11:30 P.M.	62	Aug. '40-June '42	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Ivory	Truth or Consequences	Saturday, 8:30-9:00 P.M.; 11:00-11:30 P.M.	128	Sept. '42—	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Oxydol	Road of Life	Mon.-Fri., 10:45-11:00 A.M.	13	Apr. '41-June '42	Blackett-Sample-Hummert, Chica
Procter & Gamble Co., Cincinnati	Oxydol	Ma Perkins	Mon.-Fri., 3:15-3:30 P.M.	82	Dec. '33—	Blackett-Sample-Hummert, Chica
Procter & Gamble Co., Cincinnati	White Naptha	Right to Happiness	Mon.-Fri., 11:15-11:30 A.M.	67	Dec. '41-June '42	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	White Laundry Soap	Right to Happiness	Mon.-Fri., 3:45-4:00 P.M.	67	June '42—	Compton Adv., N. Y.
Pure Oil Co., Chicago	Gas & Oil	H. V. Kaltenborn	Tues., Thurs., Sat., 7:45-8:00 P.M.	39	May '40-May '42	Leo Burnett Co., Chicago
Pure Oil Co., Chicago	Gas & Oil	H. V. Kaltenborn	Mon.-Fri., 7:45-8:00 P.M.	35	May '42—	Leo Burnett Co., Chicago
Quaker Oats Co., Chicago	Quaker Oats	That Brewster Boy	Monday, 9:30-10:00 P.M.	51	Sept. '41-Mar. '42	Ruthrauff & Ryan, Chicago
R. J Reynolds Tobacco Co., Winston Salem, N. C.	Camel Cigarettes	Cugat—Rumba Revue	Thursday, 7:30-8:00 P.M.; 10:00-10:30 P.M.	92	Jan. '41-Jan. '42	William Esty & Co., N. Y.
R. J. Reynolds Tobacco Co., Winston Salem, N. C.	Camel Cigarettes	Al Pearce & His Gang	Thursday, 7:30-8:00 P.M.; 10:00-10:30 P.M.	93	Jan. '42-June '42	William Esty & Co., N. Y.

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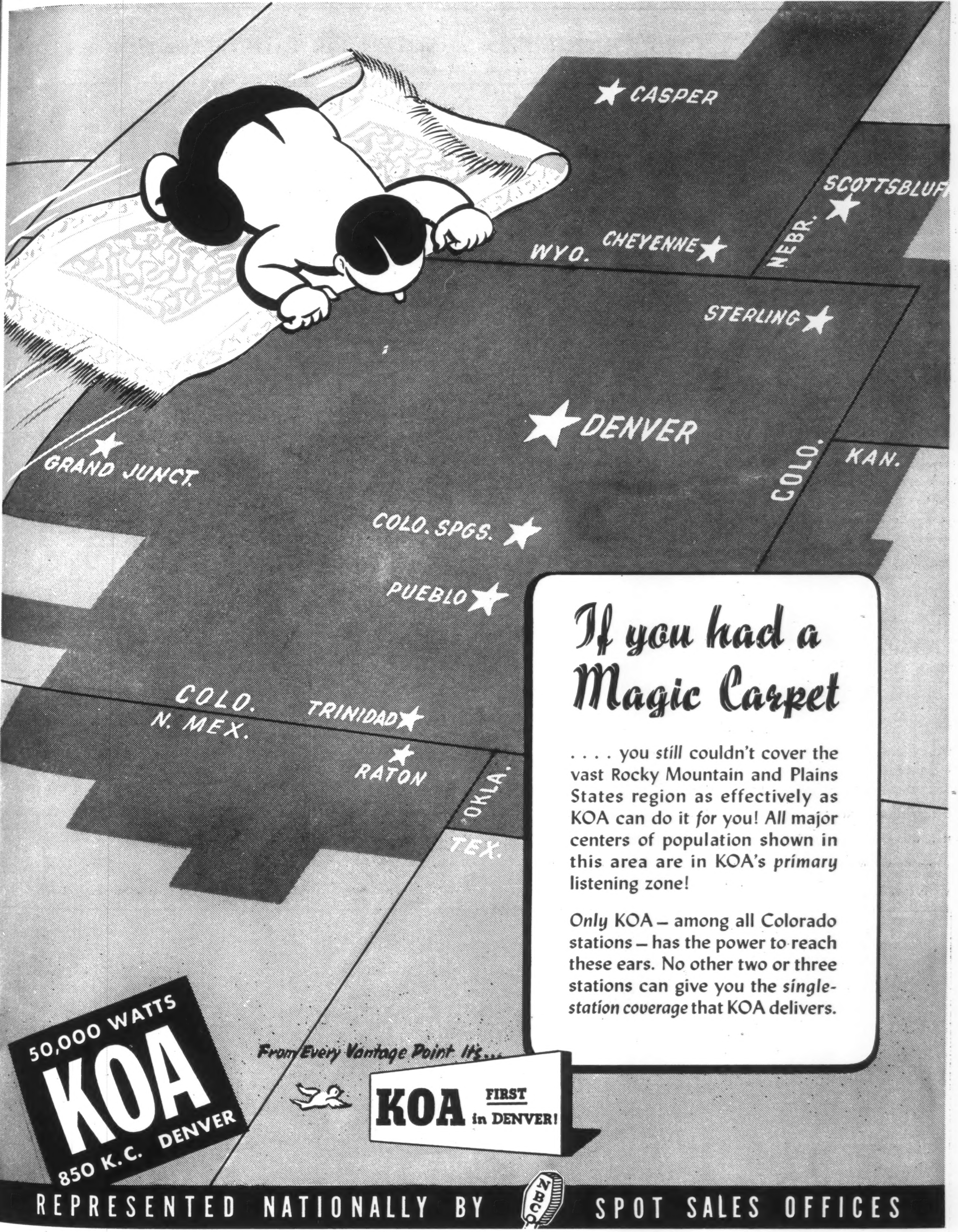
CASPER
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DENVER
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KOA
850 K.C. DENVER

REPRESENTED NATIONALLY BY NBC SPOT SALES OFFICES

Advertisers Using NBC Network During 1942

(Continued from Page 174)

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
R. J. Reynolds Tobacco Co., Winston Salem, N. C.	Camel Cigarettes	How'm I doin'	Thursday, 7:30-8:00 P.M.	93	June '42-Sept. '42	William Esty & Co., N. Y.
R. J. Reynolds Co., Winston Salem, N. C.	Camel Cigarettes	Abbott & Costello	Thursday, 7:30-8:00 P.M.; 10:00-10:30 P.M.	96	Oct. '42—	William Esty & Co., N. Y.
R. J. Reynolds Tobacco Co., Winston Salem, N. C.	Prince Albert	Grand Ole Opry	Saturday, 10:30-11:00 P.M.	62	Sept. '41—	William Esty & Co., N. Y.
Richfield Oil Co., Los Angeles	Gas & Oil	Richfield Reporter	Sun.-Fri., 10:00-10:15 P.M. PWT	10	Apr. '31—	Hixson-O'Donnell Co., Los Angeles
Sealtest, New York	Milk & Ice Cream	Rudy Vallee	Thursday, 10:00-10:30 P.M.	71	July '40—	McKee & Albright, Philadelphia
W. A. Sheaffer Co., Ft. Madison, Ia.	Pens & Pencils	World News Parade	Sunday, 3:15-3:30 P.M.	126	Sept. '42—	Russel M. Seeds, Chicago
Sherwin Williams Co., Cleveland	Paint	Metropolitan Auditions	Sunday, 5:00-5:30 P.M.	60	Oct. '41-Mar. '42	Warwick & Legler, N. Y.
Signal Oil Co., Los Angeles	Gas & Oil	Signal Carnival	Sunday, 8:00-8:30 P.M. PWT	15	Oct. '41-May '42	Barton A. Stebbins, Los Angeles
Signal Oil Co., Los Angeles	Gas & Oil	Upton Close	Sunday, 3:45-4:00 P.M. PWT	6	Mar. '42-June '42	Barton A. Stebbins, Los Angeles
Skelly Oil Co., Kansas City	Gas & Oil	Clifton Utley	Mon.-Fri., 8:00-8:15 A.M.	20	Aug. '41-June '42	Henri, Hurst & McDonald, Chicago
Skelly Oil Co., Kansas City	Gas & Oil	Alex Dreier	Mon.-Fri., 8:00-8:15 A.M.	20	June '42-Sept. '42	Henri, Hurst & McDonald, Chicago
Skelly Oil Co., Kansas City	Gas & Oil	Clifton Utley	Mon.-Fri., 8:00-8:15 A.M.	21	Sept. '42-Dec. '42	Henri, Hurst & McDonald, Chicago
Skelly Oil Co., Kansas City	Gas & Oil	Alex Dreier	Mon.-Fri., 8:00-8:15 A.M.	21	Dec. '42—	Henri, Hurst & McDonald, Chicago
Sperry Flour Co., San Francisco	Flour	Sam Hayes	Mon.-Sat., 7:45-8:00 A.M. PWT	6	Jan. '40—	Knox Reeves Adv., San Francisco
Sperry Flour Co., San Francisco	Flour	Dr. Kate	Mon.-Fri., 10:45-11:00 A.M. PWT	8	May '38—	Knox Reeves Adv., San Francisco
Standard Brands, New York	Chase & Sanborn Coffee	Chase & Sanborn Program	Sunday, 8:00-8:30 P.M.	82	Sept. '41-June '42	J. Walter Thompson Co., N. Y.
Standard Brands, New York	Yeast	Star Spangled Vaudeville	Sunday, 8:00-8:30 P.M.	83	July '42-Aug. '42	Arthur Kudner, N. Y.
Standard Brands, New York	Coffee & Tea	Chase & Sanborn Program	Sunday, 8:00-8:30 P.M.	134	Sept. '42—	J. Walter Thompson Co., N. Y.
Standard Brands, New York	Tender Leaf Tea	One Man's Family	Sunday, 8:30-9:00 P.M.	69	June '40-Aug. '42	J. Walter Thompson Co., N. Y.
Standard Brands, New York	Yeast	One Man's Family	Sunday, 8:30-9:00 P.M.	129	Sept. '42—	Kenyon & Eckhardt, N. Y.
Standard Brands, New York	Royal Desserts	The O'Neills	Mon.-Fri., 10:15-10:30 A.M.; 12:00-12:15 P.M.	126	Oct. '42—	Ted Bates Inc., N. Y.
Standard Oil of California, San Francisco	Gas & Oil	School Broadcast	Thursday, 10:00-10:30 A.M. PWT	12	Oct. '42—	BBDO., San Francisco
Standard Oil of California, San Francisco	Gas & Oil	Standard Symphony	Sunday, 9:00-9:45 P.M. PWT	6	Sept. '42—	BBDO., San Francisco
Standard Oil of N. J., New York	Gas & Oil	Army-Navy Game	Saturday, 1:15-3:45 P.M.	51	Nov. 28, '42 Only	Marshall & Pratt, N. Y.
Tillamook Creamery, Tillamook, Ore.	Cream & Cheese	Bennie Walker's Kitchen	Friday, 10:00-10:15 A.M. PWT	6	Oct. '41—	Botsford, Constantine & Gardner, Portland
Time Inc., New York	Magazines	March of Time	Thursday, 10:30-11:00 P.M.	52	July '42—	Young & Rubicam, N. Y.
Union Oil Co., Los Angeles	Gas & Oil	Point Sublime	Wednesday, 8:00-8:30 P.M. PWT	11	Oct. '41-Sept. '42	Lord & Thomas, Los Angeles
Union Oil Co., Los Angeles	Gas & Oil	Point Sublime	Wednesday, 9:00-9:30 P.M. PWT	11	Sept. '42—	Lord & Thomas, Los Angeles
Vick Chemical Co., New York	Vick Products	The Nichols Family	Sunday, 5:30-6:00 P.M.	74	Nov. '41-Mar. '42	Morse International, N. Y.
Vick Chemical Co., New York	Vitamin Plus	Doctor I. Q.	Monday, 9:30-10:00 P.M.	130	Apr. '42—	Grant Adv. Inc., Chicago
R. L. Watkins Co., New York	Dr. Lyon's Tooth Powder	Manhattan Merry-Go-Round	Sunday, 9:00-9:30 P.M.	69	Nov. '32—	Blackett-Sample-Hummert, N. Y.
R. L. Watkins Co., New York	Dr. Lyon's Tooth Powder	Backstage Wife	Wed., Thurs., Fri., 4:00-4:30 P.M.	62	Sept. '36—	Blackett-Sample-Hummert, N. Y.
R. L. Watkins Co., New York	Dr. Lyon's Tooth Powder	Stella Dallas	Mon., Tues., 4:15-4:30 P.M.	56	Sept. '42—	Blackett-Sample-Hummert, N. Y.
Wesson Oil & Snowdrift Co., San Francisco	Salad Oil	Hawthorne House	Monday, 9:30-10:00 P.M. PWT	6	Sept. '41—	Fitzgerald Adv. Agency, New Orleans
Wyeth Chemical Co. Jersey City	Hills Cold Tablets	Front Page Farrell	Wed., Thurs., Fri., 5:45-6:00 P.M.	50	Sept. '42—	Blackett-Sample-Hummert, N. Y.

Spot Sales, inc.

COOPERATIVE·RADIO·STATION·REPRESENTATIVE

New York: Loren Watson - Peggy Stone
400 Madison Avenue; ELdorado 5-5040

San Francisco: John Livingston
3rd & Market Streets EXbrook 3558

Chicago: Peterson Kurtzer - Aileen Phillips
360 N. Michigan Ave. FRAnklin 8520

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- ★ **Jack Benny**
- ★ **Bing Crosby**
- ★ **Kay Kyser**
- ★ **Charlie McCarthy**
- ★ **Aldrich Family**
- ★ **Baby Snooks**
- ★ **Red Skelton**
- ★ **Mr. District Attorney**
- ★ **Rudy Vallee**
- ★ **Truth or Consequences**
- ★ **Eddie Cantor**
- ★ **Bob Hope**
- ★ **Fibber McGee**
- ★ **Abbott and Costello**
- ★ **Abie's Irish Rose**
- ★ **Fitch Bandwagon**
- ★ **Information Please**
- ★ **Horace Heidt**
- ★ **March of Time**
- ★ **Carnation Hour**
- ★ **Kaltenborn**
- ★ **Tommy Dorsey**
- ★ **Great Gildersleeve**
- ★ **Doctor I. Q.**
- ★ **Ma Perkins**
- ★ **Pepper Young**
- ★ **Right to Happiness**
- ★ **Upton Close**
- ★ **Light of the World**
- ★ **Mary Marlin**
- ★ **Helpmate**
- ★ **News of the world**
- ★ **Guiding Light**
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Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
American Chicle Co., Long Island City	Chewing Gum	Bill Henry—News Analyst	Tues., Thurs., 5:30-5:45 P.M.; Saturday 9:45-10:00 P.M. PWT eff 2/14 Tues., Thurs., 5:30-5:45 P.M. PWT, Saturday 7:45-8:00 P.M. PWT	6*	3/5/41-2/28/42	Badger, Browning & Hersey, N. Y.
American Home Products Corp., Jersey City	Anacin	Our Gal Sunday	Mon.-Fri., 12:45-1:00 P.M.	50-56	9/22/41—	Blackett-Sample-Hummert, N. Y.
American Home Products Corp., Jersey City	Anacin	Easy Aces	Wed., Thurs., Fri., 7:30-7:45 P.M.	49	10/28/42—	Blackett-Sample-Hummert, N. Y.
American Home Products Corp., Jersey City	Kolynos	Romance of Helen Trent	Mon., Tues., 12:30-12:45 P.M.	40-51	9/22/41—	Blackett-Sample-Hummert, N. Y.
American Home Products Corp., Jersey City	Bisodol	Romance of Helen Trent	Wed., Thurs., Fri., 12:30-12:45 P.M.	40-51	9/22/41—	Blackett-Sample-Hummert, N. Y.
American Home Products Corp., Jersey City	Kolynos	Mr. Keen, Tracer of Lost Persons	Wed., Thurs., Fri., 7:45-8:00 P.M.	49	10/28/42—	Blackett-Sample-Hummert, N. Y.
American Oil Co., Baltimore	Gas and Oil	Edwin C. Hill	Mon., Wed., Fri., 6:00-6:10 P.M.	53	4/28/41-5/22/42	Joseph Katz Co., Baltimore
American Tobacco Co., New York	Lucky Strike Cigarettes	Your Hit Parade	Saturday 9:00-9:45 P.M.; 12:00-12:45 A.M.	106-116	5/3/41—	Lord & Thomas, N. Y.
Armstrong Cork Co., Lancaster, Pa.	Quaker Rugs	Armstrong Theater of Today	Saturday, 12:00-12:30 P.M.	105-115	10/4/41—	BBDO., N. Y.
Armour & Co., Chicago	Treet	Treat-Time with Buddy Clark	Mon., Wed., Fri., 11:00-11:15 A.M.	51	2/24/41-2/20/42	Lord & Thomas, Chicago
B. T. Babbitt, Inc., New York City	Bab-O Cleanser	David Harum	Mon.-Fri., 3:00-3:15 P.M.	22	2/2/42—	Duane Jones Co., N. Y.
Barbasol Co.	Shaving Cream	John B. Kennedy	Mon., Wed., Fri., 6:00-6:10 P.M.	36	12/4/42-12/30/42	Erwin Wasey, N. Y.
Bathasweet Corp., New York	Bathasweet Products	Bob Garred	Tues., Thurs., 7:30-7:45 A.M. PWT	6*	10/14/41-5/7/42	H. M. Kiesewetter Adv. Agency, N. Y.
Bekins Van & Storage Co.	Storage	Bill Henry—News Analyst 9/28 Harry Flannery	Mon., Wed., Fri., 5:30-5:45 P.M. PWT	4*	9/29/41—	Brooks Adv. Agency, Los Angeles
Bowey's Inc., Chicago	Dari-Rich Products	Stars Over Hollywood	Saturday, 12:30-1:00 P.M.	45-51	5/31/41—	Sorensen & Co., Chicago
Breakfast Club Coffee, Los Angeles	Coffee	Rita Murray	Tues., Thurs., 8:00-8:15 A.M. PWT	3*	1/7/41-1/1/42	Lockwood-Shackelford Adv. Agency, Los Angeles
Brown & Williamson Tobacco Corp., Louisville	Tobacco Products	Harry Flannery	Tues., Thurs., Sat., 5:30-5:45 P.M.	6*	4/14/42—	Russel M. Seeds Co., Minneapolis
Robert T. Bushnell—Candidate for Attorney General of Massachusetts	Political	Talk	Wednesday, 10:30-10:45 P.M.	4**	10/28/42 Only	John W. Queen Co., Boston
California Federation of Labor	Political	Talks	Various Times	4*	9/23/42-11/2/42	Joseph Aurrecoechea, Adv. Agency
California Fruit Growers Exchange, Los Angeles	Sunkist Fruits	Hedda Hopper's Hollywood	Mon., Wed., Fri., 6:15-6:30 P.M.	43	11/3/41-10/30/42	Lord & Thomas, Los Angeles
California Fruit Growers Exchange, Los Angeles	Sunkist Fruits	Today at the Duncans	Mon., Wed., Fri., 6:15-6:30 P.M.	43	11/2/42—	Lord & Thomas, Los Angeles
California Packing Co., San Francisco	Del Monte Products	William Winter—News Analyst	Mon.-Fri., 12:30-12:45 P.M. PWT eff 1/17 Mon.-Sat., 12:30-12:45 P.M. PWT eff 2/23 Mon.-Sat., 2:00-2:15 P.M. PWT	14*	1/12/42-4/11/42	McCann-Erickson, San Francisco
California Prunes & Apricot Growers	Sunsweet Prunes	Dick Joy, News	Saturday, 8:55-9:00 P.M. PWT	6*	3/14/42—	Long Adv. Service, San Francisco
Campana Sales Corp., Batavia, Ill.	Campana Balm, DDD, Dreskin, Coolies	First Nighter	Friday, 9:30-9:55 P.M.	54	9/2/41-5/29/42	Aubrey, Moore & Wallace, Chicago
Campbell Soup Co., Camden	Soups, Tomato Juice	Arkansas Traveler—Bob Burns	Tuesday, 8:30-8:55 P.M.; 12:30-12:55 A.M.	65	9/16/41-6/9/42	Ruthrauff & Ryan, N. Y.
Campbell Soup Co., Camden	Soups, Tomato Juice	Radio Readers Digest	Sunday, 9:00-9:30 P.M.	65	9/13/42—	Ward Wheelock Co., Philadelphia
Campbell Soup Co., Camden	Soups, Tomato Juice	Amos 'n 'Andy	Mon.-Fri., 7:00-7:15 P.M.; 11:00-11:15 P.M.	62	3/31/41—	Ward Wheelock Co., Philadelphia
Campbell Soup Co., Camden	Tomato Juice	Fletcher Wiley	Mon.-Fri., 2:30-2:45 P.M.	35	4/28/41-4/3/42	Ward Wheelock Co., Philadelphia
Campbell Soup Co., Camden	Franco-American Products, eff 4/6 Soups	Lanny Ross	Mon.-Fri.,7:15-7:30 P.M.; 11:15-11:30 P.M.	58	4/7/41-5/1/42	Ruthrauff & Ryan, N. Y. eff 4/6 Ward Wheelock Co., Philadelphia
Campbell Soup Co., Camden	Soups, Tomato Juice	Man I Married	Mon.-Fri., 11:15-11:30 A.M.; 3:00-3:15 P.M.	57	7/21/41-4/3/42	Ward Wheelock Co., Philadelphia
Celanese Corp. of America, New York	Celanese Products	Great Moments in Music	Wednesday, 10:15-10:45 P.M. eff 5/20 Wed., 10:00-10:30 P.M.	59-116	1/7/42—	Young & Rubicam, N. Y.
Chamberlain Laboratories, Des Moines	Hand Lotion	Dave Lane, Songs	Tuesday, 9:55-10:00 P.M. PWT	6*	4/7/42-7/14/42	Cary-Ainsworth, Des Moines
Chamberlain Laboratories, Des Moines	Hand Lotion	Phil Hanna, Songs	Tuesday, 9:25-9:30 P.M. PWT	6*	7/21/42-8/25/42	Cary-Ainsworth, Des Moines
Chesebrough Mfg. Co., New York	Vaseline Preparations	Dr. Christian	Wednesday, 8:30-8:55 P.M.; 11:30-11:55 P.M.	65-114	10/29/41—	McCann-Erickson, N. Y.
Chrysler Corp., Detroit	Institutional	Major Bowes Amateur Hour	Thursday, 9:00-10:00 P.M.; eff 1/22 Thursday, 9:00-9:30 P.M.	81-61	9/11/41—	Ruthrauff & Ryan, N. Y.
Citizens Rights Committee	Political	Talks	Various Times	4*	10/22/42-11/1/42	W. L. Gleason & Co.
Coca-Cola Co., Atlanta	Coca-Cola	Pause That Refreshes on the Air—Andre Kostelanetz	Sunday, 4:30-5:00 P.M.	112-116	11/30/41—	D'Arcy Adv. Co., N. Y.
Colgate-Palmolive-Peet Co., Jersey City	Dental Cream	Hobby Lobby	Saturday, 8:30-8:55 P.M.; 11:30-11:55 P.M.	73	10/3/42—	Ted Bates Inc., N. Y.
Colgate-Palmolive-Peet Co., Jersey City	Shaving Cream	Hobby Lobby eff 10/6 Al Jolson	eff 7/21 Tuesday 8:30-8:55 P.M.; 12:00-12:25 A.M.	69	10/4/41—	Ted Bates Inc., N. Y. eff 10/6 Sherman & Marquette, Chicago
Colgate-Palmolive-Peet Co., Jersey City	Super Suds	Myrt & Marge	Mon.-Fri., 10:15-10:30 A.M.; 4:15-4:30 P.M.	77	12/29/41-3/27/42	Sherman & Marquette, Chicago

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Advertisers Using CBS Network During 1942

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Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Colgate-Palmolive-Peet Co., Jersey City	Toothpowder	Stepmother	Mon.-Fri., 10:30-10:45 A.M.; 4:00-4:15 P.M.	54	12/29/41-7/10/42	Sherman & Marquette, Chicago
Colgate-Palmolive-Peet Co., Jersey City	Octagon & Crystal White	Woman of Courage	Mon.-Fri., 10:45-11:00 A.M.; 3:45-4:00 P.M.	61	12/29/41-7/10/42	Ted Bates Inc., N. Y.
Colgate-Palmolive-Peet Co., Jersey City	Dental Products	Guy Lombardo Orchestra	Saturday, 8:00-8:30 P.M.; 11:00-11:30 P.M.	73	8/2/41-7/11/42	Ted Bates Inc., N. Y.
Colonial Dames, Inc., Hollywood	Cosmetics	Find the Woman	Friday, 9:55-10:00 P.M. PWT	8*	12/19/41—	Glasser-Gailey & Co., Los Angeles
Committee for Furtherance of Democratic Principles in Massachusetts	Political	Talks	Various Times	4**	10/21/42-11/2/42	Harry M. Frost Co., Boston Copley Adv. Agency
Committee for Re-Election of Governor Olson	Political	Talks	Various Times	4*	9/20/42-11/2/42	Ewing C. Kelly Advertising
Committee for State Improvement (Massachusetts)	Political	Talk	Tuesday, 3:50-4:00 P.M.	4**	11/3/42 Only	Harry M. Frost Co., Boston
Continental Baking Co., New York	Wonder Bread	Bachelor's Children	Mon.-Fri., 10:45-11:00 A.M.; 3:45-4:00 P.M.	45	9/28/42—	Ted Bates Inc., N. Y.
Continental Baking Co., New York	Wonder Bread	Maudie's Diary	Thursday, 7:30-8:00 P.M.; 11:30-12:00 M.; eff 2/19 rep 12:30-1:00 A.M.	45	12/4/41-9/24/42	Ted Bates Inc., N. Y.
Continental Radio & Television Corp., Chicago	Admiral Radios	World News Today	Sunday, 2:30-2:55 P.M.	41	10/4/42—	Cruttenden & Eger, Chicago
Gano Culwell for Governor	Political	Talks	Various Times	4*	9/18/42-9/24/42	Arthur Cooksey
Corn Products Refining Co., New York	All Products	Stage Door Canteen	Thursday, 9:30-10:00 P.M.	43-53	7/30/42—	C. L. Miller Co., N. Y.
Curtiss Candy Co., Chicago	Candy	Jackson Wheeler—News eff 10/3 Warren Sweeney	Sat., Sun., 11:00-11:05 A.M.	39-112	1/3/42—	C. L. Miller Co., N. Y.
Eagle Oil & Refining Co., Inc.	Golden Eagle Gas	The World Today	Sunday, 11:30-12:00 N. PWT	4*	11/9/41-2/1/42	General Adv. Agency, Los Angeles
Elgin National Watch Co., Elgin, Ill.	Watches	Elgin Thanksgiving Canteen	Thursday, 4:00-6:00 P.M.	112	11/26/42 Only	J. Walter Thompson, Chicago
Elgin National Watch Co., Elgin, Ill.	Watches	Elgin Christmas Program	Friday, 4:00-6:00 P.M.	114	12/25/42 Only	J. Walter Thompson, Chicago
Emerson Drug Co., Baltimore	Bromo-Seltzer	Vox Pop	Monday, 8:00-8:30 P.M.	69	8/4/41—	Ruthrauff & Ryan, N. Y.
J. C. Eno, U. S. Ltd., Bloomfield, New Jersey	MacLeans Toothpaste	Hollywood Whispers	Tues., Thurs., 5:15-5:30 P.M. PWT	3*	9/29/42—	Atherton & Currier, N. Y.
Eversharp, Inc., Chicago	Pens & Pencils	Take It or Leave It	Sunday, 10:00-10:30 P.M.	80-116	9/21/41—	Biow Co., N. Y.
J. A. Folger Co., San Francisco	Coffee	American Home Front	Tues., Wed., Thurs., 5:15-5:30 P.M. PWT eff 4/28 Tues., Thurs., Fri., 5:15-5:30 P.M. PWT	6*	4/7/42-7/3/42	Raymond R. Morgan Co., Hollywood
J. A. Folger Co., San Francisco	Coffee	American Home Front	Friday, 5:15-5:30 P.M. PWT	6*	9/18/42—	Raymond R. Morgan Co., Hollywood
Ford Motor Co., Dearborn	Motor Cars	Sunday Evening Hour	Sunday, 9:00-10:00 P.M.	58	9/28/41-3/1/42	McCann-Erickson, N. Y.
Gallenkamp Stores Co., San Francisco	Shoes	Dick Joy—News	Sunday, 11:55-12:00 N. PWT	6*	3/22/42-4/12/42	Long Adv. Service, San Francisco
Gallenkamp Stores Co., San Francisco	Shoes	Wm. Winter—Analyst	Sunday, 5:30-5:45 P.M. PWT	4*	4/19/42-6/7/42	Long Adv. Service, San Francisco
General Cigar Co., New York	Van Dyck Cigars	Wm. Winter—News Analyst	Wed., Sun., 9:30-9:45 P.M. PWT eff 7/1 Wed., Sun., 9:00-9:15 P.M. PWT	3-7*	4/1/42—	Federal Adv. Agency, N. Y.
General Electric Co., Bridgeport	Electronics Division of Radio & Television Department	Frazier Hunt	Tues., Thurs., Sat., 6:00-6:15 P.M.; 10:45-11:00 P.M.	51	3/3/42—	Maxon Inc., N. Y.
General Foods Corp., New York	Jell-O	Second Mrs. Burton	Mon.-Fri., 4:00-4:15 P.M. PWT	5*	12/29/41-5/1/42	Young & Rubicam, N. Y.
General Foods Corp., New York	Jell-O	Kate Smith Hour	Friday, 8:00-8:55 P.M.; 12:00-12:55 A.M.	116	9/18/42—	Young & Rubicam, N. Y.
General Foods Corp., New York	Grapenuts	Kate Smith Hour	Friday, 8:00-8:55 P.M.; 12:00-12:55 A.M.	91	10/3/41-6/26/42	Young & Rubicam, N. Y.
General Foods Corp., New York	Grapenuts	William L. Shirer	Sunday, 5:45-6:00 P.M.	55	5/31/42-8/23/42	Young & Rubicam, N. Y.
General Foods Corp., New York	Sanka	We, the People eff 3/17 Duffy's Tavern	Tuesday, 9:00-9:30 P.M.; 12:00-12:30 A.M.	68	10/7/41-6/30/42	Young & Rubicam, N. Y.
General Foods Corp., New York	Sanka	William L. Shirer	Sunday, 5:45-6:00 P.M.	55-92	10/5/41-5/24/42; 8/30/42—	Young & Rubicam, N. Y.
General Foods Corp., New York	Sanka	Second Mrs. Burton	Mon.-Fri., 4:00-4:15 P.M. PWT	6*	10/5/42—	Young & Rubicam, N. Y.
General Foods Corp., New York	Grapenuts Flakes & Wheatmeal	We Love & Learn	Mon.-Fri., 2:30-2:45 P.M.	90	4/6/42—	Young & Rubicam, N. Y.
General Foods Corp., New York	Grapenuts Flakes & Wheatmeal	Those We Love	Sunday, 2:00-2:30 P.M.	116	10/11/42—	Young & Rubicam, N. Y.
General Foods Corp., New York	LaFrance, Satina, Postum, Post Raisin Bran	Joyce Jordan	Mon.-Fri., 2:15-2:30 P.M. 6:00-6:15 P.M.; eff 2/23/43 rep 3:30-3:45 P.M.	75	9/29/41—	Young & Rubicam, N. Y.
General Foods Corp., New York	Swansdown, Calumet, Diamond Salt	Kate Smith Speaks	Mon.-Fri., 12:00-12:15 P.M.	78	9/29/41—	Young & Rubicam, N. Y. Benton & Bowles, N. Y.
General Foods Corp., New York	Post Toasties	Young Dr. Malone	Mon.-Fri., 2:00-2:15 P.M. 7:15-7:30 P.M. eff 8/14 cancel repeat	86	10/6/41—	Benton & Bowles, N. Y.
General Foods Corp., New York	Post Bran Flakes	Second Mrs. Burton	Mon.-Fri., 4:00-4:15 P.M. PWT	6*	5/4/42-10/2/42	Benton & Bowles, N. Y.
General Foods Corp., New York	Maxwell House Coffee	Kate Hopkins	Mon.-Fri., 2:45-3:00 P.M.	51	10/6/41-4/3/42	Benton & Bowles, N. Y.
General Mills, Inc., Minneapolis	Wheaties	Stories America Loves eff 10/20 Kitty Foyle	Mon.-Fri., 9:45-10:00 A.M.; 11:45-12:00 Noon eff 3/30 Mon.-Fri., 10:15-10:30 A.M.; 11:45-12:00 Noon eff 12/7 rep 11:30-11:45 A.M.	40	9/29/41—	Knox Reeves Adv., N. Y.

Advertisers Using CBS Network During 1942

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
General Mills, Inc., Minneapolis	Bisquick Softasilk 6/1-10/19	Valiant Lady	Mon.-Fri., 10:00-10:15 A.M.: 11:30-11:45 A.M. eff 12/7 rep. 11:15-11:30 A.M.	40	3/17/42—	Knox Reeves Adv., N. Y.
General Mills, Inc., Minneapolis	Gold Medal Flour	Hymns of All Churches	Mon., Tues., Thurs., 9:45-10:00 A.M.	39	3/24/41-3/16/42	Blackett-Sample-Hummert, Chicago
General Mills, Inc., Minneapolis	Cheerioats	Hymns of All Churches	Mon., Tues., Wed., 9:45-10:00 A.M.	31	7/27/42-9/23/42	Blackett-Sample-Hummert, Chicago
General Mills, Inc., Minneapolis	Bisquick	Betty Crocker	Wed., Fri., 9:45-10:00 A.M.	39	3/24/41-3/16/42	Blackett-Sample-Hummert, Chicago
General Mills, Inc., Minneapolis	Cheerioats	Harvey & Dell	Mon., Tues., Wed., 9:45-10:00 A.M.	31	3/30/42-7/22/42	Blackett-Sample-Hummert, Chicago
General Mills, Inc., Minneapolis	None	Thus We Live	Thurs., Fri., 9:45-10:00 A.M.	31	4/2/42-9/25/42	BBDO., Minneapolis
General Mills, Inc., Minneapolis	Sperry Flour	Sam Hayes, News	Mon.-Fri., 1:15-1:30 P.M. PWT eff 11/23 Mon.-Fri., 4:15-4:30 P.M. PWT	7*	6/1/42—	Westco Adv. Agency, San Francisco
General Motors Corp., Detroit	Institutional	Cheers from the Camps	Tuesday, 9:30-10:30 P.M.	116	6/9/42-9/22/42	Campbell-Ewald Co., Detroit
General Petroleum Corp., Los Angeles	Gas and Oil	I Was There	Sunday, 8:30-9:00 P.M. PWT eff 1/26 Monday, 9:00-9:30 P.M. PWT	9*	4/27/41-10/19/42	Smith & Drum, Los Angeles
Gillette Safety Razor Co., Boston	Razors & Blades	Orange Bowl Football Game	Thurs., approx. 2:00-4:30 P.M.	53	1/1/42 Only	Maxon Inc., Detroit
Gillette Safety Razor Co., Boston	Razors & Blades	Kentucky Derby	Saturday, 6:15-6:45 P.M.	93	5/2/42 Only	Maxon Inc., Detroit
Golden State Co., Ltd., San Francisco	Dairy Products	Dave Lane, Songs	Mon., Wed., Fri., 3:00-3:15 P.M. PWT	4*	3/9/42-5/15/42	Ruthrauff & Ryan, San Francisco
Golden State Co., Ltd., San Francisco	Dairy Products	Wm. Winter—News	Sunday, 5:30-5:45 P.M. PWT	4*	6/14/42-8/23/42	Ruthrauff & Ryan, San Francisco
Gulf Oil Corp., Pittsburgh	Gas and Oil	Screen Guild Theater	Sunday, 7:30-8:00 P.M.	80	9/28/41-4/19/42	Young & Rubicam, N. Y.
Gulf Oil Corp., Pittsburgh	Gas and Oil	We, the People at War	Sunday, 7:30-8:00 P.M.	80	4/26/42—	Young & Rubicam, N. Y.
Hollywood Democratic Committee	Political	Talk	Sunday, 9:15-9:45 P.M. PWT	4	11/1/42 Only	Dana Jones Co., Los Angeles
Richard Hudnut, New York	Cosmetics	Hollywood Showcase	Monday, 9:30-10:00 P.M. PWT	7*	12/1/41-9/21/42	Benton & Bowles, N. Y. eff 3/30 Kenyon & Eckhardt, N. Y.
Independent Citizens Committee	Political	Talk	Monday, 10:45-11:00 P.M	7***	11/2/42 Only	Leighton & Nelson, Schenectady
Independent Petroleum & Consumers Assn.	Political	Talks	Various Times	4*	8/18/42-8/22/42	V. G. Freitag
International Cellucotton Products Co., Chicago	Kleenex	Ginny Simms	Friday, 9:55-10:00 P.M.	54	9/19/41-5/29/42	Lord & Thomas, Chicago
International Silver Co., Meriden	Sterling & 1847 Rogers Bros. Silver	Silver Theater	Sunday, 6:00-6:30 P.M.	64	1/4/42-4/19/42	Young & Rubicam, N. Y.
International Silver Co., Meriden	Sterling & 1847 Rogers Bros. Silver	Edward R. Murrow	Sunday, 6:00-6:15 P.M.	26-58	4/26/42—	Young & Rubicam, N. Y.
Johnson & Johnson, New Brunswick	Band-Aid	Voice of Broadway	Saturday, 11:30-11:45 A.M.; 1:30-1:45 P.M. eff 1/15 Thursday, 6:15-6:30 P.M.	69	4/5/41-2/19/42	Young & Rubicam, N. Y.
Johnson & Johnson, New Brunswick	Band-Aid	Voice of Broadway	Tuesday, 6:15-6:30 P.M.	65	8/19/41-9/22/42	Young & Rubicam, N. Y.
Johnson & Johnson, New Brunswick	Band-Aid	Edwin C. Hill	Tuesday, 6:15-6:30 P.M.	65	9/29/42—	Young & Rubicam, N. Y.
Johns-Manville Corp., New York	Bldg. Insulation	Elmer Davis eff 6/22 Cecil Brown	Mon.-Fri., 8:55-9:00 P.M.	56	12/29/41—	J. Walter Thompson Co., N. Y.
Kenny for Attorney General	Political	Talks	Various Times	4*	10/21/42-11/1/42	Raymond R. Morgan Co.
Lady Esther Co., Chicago	Cosmetics	Orson Welles eff 2/9 Freddie Martin eff 10/19 Screen Guild Players	Monday, 10:00-10:30 P.M.	66-116	2/17/41—	Pedlar & Ryan, N. Y.
Lever Brothers Co., Cambridge	Lux Soap & Flakes	Lux Radio Theater	Monday, 9:00-10:00 P.M.	74-116	1/5/42-7/13/42 9/14/42—	J. Walter Thompson Co., N. Y.
Lever Brothers Co., Cambridge	Swan Soap	Tommy Riggs & Betty Lou	Tuesday, 9:00-9:30 P.M.	114	7/7/42-9/29/42	Young & Rubicam, N. Y.
Lever Brothers Co., Cambridge	Swan Soap	Burns & Allen	Tuesday, 9:00-9:30 P.M.	114	10/6/42—	Young & Rubicam, N. Y.
Lever Brothers Co., Cambridge	Swan Soap	Bright Horizon	Mon.-Fri., 2:00-2:15 P.M.	10*	1/5/42-4/3/42	Young & Rubicam, N. Y.
			Mon.-Fri., 11:30-11:45 A.M.; 2:00-2:15 P.M.	76	4/6/42-7/31/42	
			Mon.-Fri., 11:30-11:45 A.M.	48	10/26/42—	Young & Rubicam, N. Y.
Lever Brothers Co., Cambridge	Silver Dust	Bright Horizon	Mon.-Fri., 11:30-11:45 A.M.	49	8/25/41-4/3/42 8/3/42-10/23/42	BBDO., N. Y.
Lever Brothers Co., Cambridge	Lifebuoy	Meet Mr. Meek	Wednesday, 7:30-8:00 P.M. eff 1/21 Wednesday 8:00-8:30 P.M.	59	10/8/41-4/1/42	Ruthrauff & Ryan, N. Y.
Lever Brothers Co., Cambridge	Lifebuoy	Arkansas Traveler	Wednesday, 9:00-9:30 P.M.	117	10/7/42—	Ruthrauff & Ryan, N. Y
Lever Brothers Co., Cambridge	Rinso	Big Town	Wednesday, 8:00-8:30 P.M.; 12:00-12:30 A.M. eff 1/22 Thursday 9:30-10:00 P.M.	70	10/8/41-7/2/42	Ruthrauff & Ryan, N. Y.
Lever Brothers Co., Cambridge	Rinso	Mayor of the Town	Wednesday, 9:30-10:00 P.M.	117	10/7/42—	Ruthrauff & Ryan, N. Y.
Lever Brothers Co., Cambridge	Rinso	Big Sister	Mon.-Fri., 12:15-12:30 P.M.	79	6/30/41—	Ruthrauff & Ryan, N. Y.
Lever Brothers Co., Cambridge	Spry	Aunt Jenny	Mon.-Fri., 11:45-12:00 Noon; 2:15-2:30 P.M. eff 12/4 Cancel repeat	65	6/30/41—	Ruthrauff & Ryan, N. Y.
Lewis-Howe Co., St. Louis	Tums	Crumit & Sanderson	Saturday, 8:00-8:30 P.M.	52	10/3/42—	Roche, Williams & Cunnyngham, Chicago
Liggett & Myers Tobacco Co., New York	Chesterfields	Glenn Miller Orch. eff 9/29 Harry James & His Music Makers	Tues., Wed., Thurs., 10:00-10:15 P.M. eff 2/26 Wed. Thurs., Fri., 10:00-10:15 P.M. eff 5/5 Tues., Wed., Thurs., 7:15-7:30 P.M.; 11:15-11:30 P.M.	97-115	12/30/41—	Newell-Emmett, N. Y.

(Continued on Page 182)

Advertisers Using CBS Network During 1942

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Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Thomas J. Lipton, Inc., Hoboken	Tea	Helen Hayes Theater	Sunday, 8:00-8:30 P.M.; 10:30-11:00 P.M.	60	10/5/41-2/1/42	Young & Rubicam, N. Y.
Lockheed Aircraft Corp., Burbank	Institutional	Ceiling Unlimited	Monday, 7:15-7:30 P.M.; 11:15-11:30 P.M.	57	11/9/42—	Lord & Thomas, Los Angeles
P. Lorillard Co., New York	Old Gold Cigarettes	Nelson Eddy	Wednesday, 8:00-8:30 P.M.	62-114	4/29/42—	J. Walter Thompson, N. Y.
Los Angeles Soap Co., Los Angeles	White King Soap & Sierra Pine Soap	Knox Manning eff 8/31 Bob Anderson	Mon.-Fri., 12:15-12:30 P.M. PWT	12*	12/29/41—	Raymond R. Morgan Co., Los Angeles
Ludens, Inc., Reading	Menthol Cough Drops	Dave Lane, Songs	Tuesday, 9:55-10:00 P.M. PWT Thursday, 9:25-9:30 P.M. PWT	4*	11/4/41-3/19/42	J. M. Mathes Inc., N. Y.
Luxor Ltd., Chicago	Luxor Toiletries	Wayne King Orchestra	Saturday, 7:30-8:00 P.M.	35	2/22/41-2/14/42	Lord & Thomas, Chicago
Macfadden Publications, New York	Liberty	Paul Sullivan	Tues., Thurs., 6:00-6:10 P.M.	20	11/18/41-2/12/42	Erwin, Wasey & Co., N. Y.
Macfadden Publications, New York	Liberty	Bob Garred	Mon., Wed., Fri., 7:30-7:45 A.M. PWT	6*	8/13/41-8/10/42	Erwin, Wasey & Co., N. Y.
Macfadden Publications, New York	Liberty	Edwin C. Hill	Wed., Fri., 6:00-6:10 P.M.	19	5/27/42-6/19/42	Erwin, Wasey & Co., N. Y.
Magazine Repeating Razor Co., New York	Schick Razors and Blades	Duffy's Tavern	Thursday, 8:30-8:55 P.M.; 12:00-12:25 A.M.	59	9/18/41-3/12/42	J. M. Mathes Inc., N. Y.
Manhattan Soap Co.	Sweetheart Soap	Bob Garred eff 10/2 Dick Joy	Tues., Thurs., Sat., 7:30-7:45 A.M. PWT eff 8/12 Mon., Wed., Fri., 7:30-7:45 A.M. PWT	6*	5/12/42—	Franklin Bruck Adv. Corp.
Massachusetts Democratic State Committee	Political	Talks	Various Times	4**	8/26/42-9/26/42	C. Brewer Smith Adv. Agency, Boston
Massachusetts Republican State Committee	Political	Talks	Various Times	4**	10/25/42-11/2/42	Harold Cabot Co., & John W. Queen Adv. Agency, Boston
McKesson & Robbins Inc., Bridgeport	Calox; eff 6/14 Bexel	Dick Joy—News	Mon., Wed., 8:55-9:00 P.M. PWT Sunday, 8:25-8:30 P.M. PWT	6*	3/2/42-9/13/42	J. D. Tarcher & Co., N. Y.
Mennen Co., Newark	Shaving & Toilet Articles	Bob Garred eff 10/3 Dick Joy	Tues., Thurs., Sat., 7:30-7:45 A.M. PWT	6*	8/13/42—	Russel M. Seeds Co.
Mentholatum Co.	Mentholatum Salve	William Winter—News Analyst	Sunday, 5:30-5:45 P.M. PWT	18*	10/11/42—	J. Walter Thompson Co.
Mode O'Day Corp.	Dress Shops	Knox Manning eff 9/6 Dick Joy	Sunday, 5:45-5:55 P.M. PWT	11*	4/12/42-10/4/42	Glasser-Gailey & Co., Los Angeles
C. F. Mueller Co., Jersey City	Macaroni Products	Mark Hawley	Wed., Thurs., Fri., 4:45-5:00 P.M. eff 3/4 Wed., Thurs., Fri., 3:15-3:30 P.M.	12	11/12/41-5/8/42	Maxon Inc. eff 3/18 Duane Jones Co., N. Y.
Nesbitt Fruit Products, Inc.	Fruit Products	Bob Garred	Saturday, 5:45-5:55 P.M. PWT	6*	12/27/41-6/20/42	Walter K. Neill
New York State Republican Committee	Political	Talks	Various Times	7***	10/5/42-11/2/42	Duane Jones Co., N. Y.
Northern Pump Co., Minneapolis	Institutional	Great Lakes Training Station Graduation	Wednesday, 5:00-5:30 P.M.	116	10/28/42 Only	BBDO., Minneapolis
Olson for Governor	Political	Talks	Various Times	4*	8/9/42-10/30/42	Direct & Milton Weinberg Adv., Los Angeles
Pacific Coast Borax Co., New York	Borax, Flakes, Boraxo	Death Valley Days	Thursday, 8:00-8:30 P.M.; 12:30-1:00 A.M. eff 2/19 rep 11:30-12:00 Mid eff 7/2 Thursday, 8:30-8:55 P.M.; 11:30-11:55 P.M.	59	7/3/41—	McCann-Erickson, N. Y.
Par Soap Co., Oakland	Par Household Soap	Galen Drake	Tues., Thurs., 1:00-1:15 P.M. PWT	12*	8/18/42—	Tomaschke-Elliott, Oakland
Paramount Pictures, Inc.	Holiday Inn	Preview	Wednesday, 9:30-10:00 P.M.	62	8/26/42 Only	Buchanan & Co., N. Y.
Parker Pen Co., Janesville	Quink	Eric Sevareid	Sat., Sun., 8:55-9:00 P.M.	57-115	6/27/42—	J. Walter Thompson Co.
Peter Paul, Inc., Oakland	Candy	Bob Garred	Mon., Wed., Fri., 5:45-5:55 P.M. PWT	6*	7/16/41-7/3/42	Brisacher, Davis & Staff, San Francisco
Peter Paul, Inc., Oakland	Candy	Truman Bradley Bob Anderson	Mon., Fri., 5:45-5:55 P.M. PWT Wednesday, 5:45-5:55 P.M. PWT	6*	10/5/42—	Brisacher, Davis & Staff, San Francisco
Pet Milk Sales Co., St. Louis	Pet Evaporated Milk	Saturday Night Seranade	Saturday, 9:45-10:15 P.M.	61	10/11/41—	Gardner Adv. Co., St. Louis
Pet Milk Sales Co., St. Louis	Pet Evaporated Milk	Mary Lee Taylor	Tues., Thurs., 11:00-11:15 A.M.; 1:45-2:00 P.M. eff 8/6 cancel repeat	75	10/28/41—	Gardner Adv. Co., St. Louis
Philco Corp., Philadelphia	Institutional	Our Secret Weapon	Friday, 7:15-7:30 P.M.; 11:15-11:30 P.M.	119	10/16/42—	Sayre M. Ramsdell Assoc., Philadelphia
Philip Morris & Co., Ltd., New York	Philip Morris Cigarettes	Philip Morris Playhouse	Friday, 9:00-9:30 P.M.; 11:30-12:00 Mid	100-115	8/15/41—	The Biow Co., N. Y.
Philip Morris & Co., Ltd., New York	Philip Morris Cigarettes	Crime Doctor	Sunday, 8:30-8:55 P.M.; 11:00-11:25 P.M.	70-115	5/4/41—	The Biow Co., N. Y.
Pillsbury Flour Mills Co	All Products	Clara, Lu & Em	Mon., Wed., Fri., 11:00-11:15 A.M.	14-40	6/8/42-12/4/42	McCann-Erickson, Chicago
Planters Nut & Chocolate Co.	Peanuts & Peanut Oil	What's On Your Mind	Friday, 6:00-6:30 P.M. PWT eff 4/19 Sunday, 9:00-9:30 P.M. PWT	14* 10*	10/10/41-6/7/42	Raymond R. Morgan Co., Hollywood
Planters Nut & Chocolate Co.	Peanuts & Peanut Oil	Wm. Winter—News Analyst	Mon.-Fri., 2:30-2:45 P.M. PWT eff 12/7/42 Mon.-Fri., 12:30-12:45 P.M. PWT	8*	5/4/42—	Raymond R. Morgan Co., Hollywood
Planters Nut & Chocolate Co.	Peanuts & Peanut Oil	Bob Garred eff 10/2 Truman Bradley	Mon., Wed., Fri., 5:45-5:55 P.M. PWT	6*	7/6/42-10/2/42	Raymond R. Morgan Co., Hollywood
Plough Inc., Memphis	St. Josephs Aspirin	Don't You Believe It	Saturday, 9:45-10:00 P.M. PWT	8*	10/3/42—	Lake-Spiro-Shurman Co., Memphis
Procter & Gamble Co., Cincinnati	Ivory Snow	Mary Marlin	Mon.-Fri., 5:00-5:15 P.M.	20	12/29/41-3/27/42	Benton & Bowles, N. Y.
Procter & Gamble Co., Cincinnati	Ivory Snow & Dreft	Shirley Temple in Junior Miss	Wednesday, 9:00-9:30 P.M.	70	3/4/42-8/26/42	Benton & Bowles, N. Y. Blackett-Sample-Hummert, Chicago

Advertisers Using CBS Network During 1942

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Procter & Gamble Co., Cincinnati	Dreft & Duz, Duz only eff 4/13	The Goldbergs	Mon.-Fri., 5:15-5:30 P.M. eff 4/6 Mon.-Fri., 2:45-3:00 P.M. eff 6/29 Mon.-Fri., 1:45-2:00 P.M.; 2:45-3:00 P.M. eff 8/17 cancel rep.	53 56 58	12/29/41—	Blackett-Sample-Hummert, Chicago Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Dreft	Lone Journey	Mon.-Fri., 1:30-1:45 P.M.	6	3/30/42-6/26/42	Blackett-Sample-Hummert, Chicago
Procter & Gamble Co., Cincinnati	Oxydol	Woman in White eff 9/28 Ma Perkins	Mon.-Fri., 1:15-1:30 P.M.	59	12/29/41—	Blackett-Sample-Hummert, Chicago
Procter & Gamble Co., Cincinnati	Crisco	Vic & Sade	Mon.-Fri., 1:30-1:45 P.M.	46	12/29/41—	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Ivory Soap	The O'Neills	Mon.-Fri., 5:30-5:45 P.M.	27	12/29/41-3/27/42	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Ivory Soap	Life Can Be Beautiful	Mon.-Fri., 1:00-1:15 P.M.	61	12/29/41—	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Ivory Soap	Ransom Sherman	Friday, 7:00-7:30 P.M. PWT Friday, 10:00-10:30 P.M. eff 3/4 Wednesday, 9:30-10:00 P.M.	6* 65 73	1/2/42-1/17/42 1/23/42-6/24/42	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Chipso	Road of Life	Mon.-Fri., 1:45-2:00 P.M.	25	12/29/41-6/26/42	Pedlar & Ryan, N. Y.
Procter & Gamble Co., Cincinnati	Chipso & Camay	Pepper Young's Family	Mon.-Fri., 2:45-3:00 P.M.	25	6/29/42—	Pedlar & Ryan, N. Y.
Prudential Insurance Co. of America, Newark	Insurance Services	Prudential Family Hour	Sunday, 5:00-5:45 P.M.	60-82	8/31/41—	Benton & Bowles, N. Y.
Public Health League of Calif.	Political	Talk	Friday, 10:15-10:30 P.M. PWT	4	10/30/42 Only	R. H. Alber Co., Los Angeles
Quaker Oats Co., Chicago	Quaker Oats	That Brewster Boy	Wednesday, 7:30-8:00 P.M.; 12:00-12:30 A.M. eff 6/5 Friday, 9:30-10:00 P.M.	67-82	3/4/42—	Ruthrauff & Ryan, Chicago
R. J. Reynolds Tobacco Co., Winston Salem	Camels, Prince Albert	Camel Caravan	Friday, 10:00-11:00 P.M.	115	7/10/42—	William Esty & Co., N. Y.
R. J. Reynolds Tobacco Co., Winston Salem	Camels, Prince Albert	Thanks to the Yanks	Saturday, 7:30-8:00 P.M.; 11:00-11:30 P.M.	115	10/31/42—	William Esty & Co., N. Y.
R. J. Reynolds Tobacco Co., Winston Salem	Camels, Prince Albert	How'm I Doin'?	Friday, 7:30-8:00 P.M.; 10:30-11:00 P.M. eff 5/15 Friday, 10:00-10:30 P.M.	99-105	1/9/42-7/3/42	William Esty & Co., N. Y.
R. J. Reynolds Tobacco Co., Winston Salem	Camels, Prince Albert	Al Pearce Program	Friday, 7:30-8:00 P.M.; 10:30-11:00 P.M.	98	10/3/41-1/2/42	William Esty & Co., N. Y.
R. J. Reynolds Tobacco Co., Winston Salem	Camels, Prince Albert	Blondie	Monday, 7:30-8:00 P.M.; 10:30-11:00 P.M.	80-115	9/29/41-6/22/42 9/28/42—	William Esty & Co., N. Y.
R. J. Reynolds Tobacco Co., Winston Salem	Camels, Prince Albert	Vaughn Monroe Orchestra	Monday, 7:30-8:00 P.M.; 10:30-11:00 P.M.	114	6/29/42-9/21/42	William Esty & Co., N. Y.
Scudder Food Products	Food Products	Bob Garred	Saturday, 5:45-5:55 P.M. PWT	4*	6/27/42-7/18/42	Brisacher Davis & Staff
Seaside Oil Co., Los Angeles	Gas and Oil	Spelling Beeliner	Sunday, 5:30-5:55 P.M. PWT	6*	4/13/41-4/5/42	McCarty Co., Los Angeles
Smith Bros. Co., Poughkeepsie	Cough Drops	Bob Anderson	Mon., Wed., Sat., 8:55-9:00 P.M. PWT Sunday, 8:25-8:30 P.M. PWT	6*	11/9/41-3/1/42	J. D. Tarcher & Co., N. Y.
Smith Bros. Co., Poughkeepsie	Cough Drops	Dick Joy	Tuesday, 9:25-9:30 P.M.; Thursday, 8:55-9:00 P.M. PWT	7*	11/17/42—	J. D. Tarcher & Co., N. Y.
Smith Bros. Co., Poughkeepsie	Cough Drops	Nelson Pringle	Mon., Wed., 7:45-8:00 A.M. PWT	7*	11/16/42—	J. D. Tarcher & Co., N. Y.
Soil-Off Mfg. Co., Glendale	Cleaning Fluid for Walls & Wood Work	Bob Garred eff 10/3 Truman Bradley	Tues., Thurs., 5:45-5:55 P.M. PWT 9/5 Tues., Thurs., Sat., 5:45-5:55 P.M. PWT	6*	2/6/41—	Buchanan & Co., Los Angeles
E. R. Squibb & Sons, New York	All Products	Keep Working, Keep Singing America—Frank Parker	Mon., Wed., Fri., 6:30-6:45 P.M.	56	12/29/41—	Geyer, Cornell & Newell, N. Y.
Standard Oil Co. of New Jersey, New York	Gas and Oil	Army and Navy Game	Sat., 1:15-4:00 P.M. approx.	47	11/28/42 Only	Marschalk & Pratt, N. Y.
Sterling Products, Inc., Wheeling	Bayer	Second Husband eff 4/21 American Melody Hour	Tuesday, 7:30-8:00 P.M.	76	7/29/41-4/14/42	Blackett-Sample-Hummert, Chicago
Sterling Products, Inc., Wheeling	Ironized Yeast	A Helping Hand	Mon.-Fri., 3:00-3:15 P.M. eff 2/2 Mon.-Fri., 4:00-4:15 P.M.	4	10/13/41-4/10/42	Ruthrauff & Ryan, N. Y.
Sterling Products, Inc., Wheeling	Ironized Yeast	Are You a Missing Heir? eff 10/6 Lights Out	Tuesday, 8:00-8:30 P.M. 11:30-12:00 Mid	75	1/6/42-9/29/42	Ruthrauff & Ryan, N. Y.
Sterling Products, Inc., Wheeling	Dr. Lyons & Bayer	Second Husband	Mon.-Fri., 11:15-11:30 A.M.	40	8/3/42—	Blackett-Sample-Hummert, N. Y.
Sterling Products, Inc., Wheeling	Mulsified Oil Shampoo & Phillips Dental	Amanda of Honeymoon Hill	Mon.-Fri., 10:30-10:45 A.M.	40	8/3/42—	Blackett-Sample-Hummert, N. Y.
Sunnyvale Packing Co., San Francisco	Rancho Soups	Jane Endicott eff 7/6 Galen Drake	Mon., Wed., Fri., 10:45-11:00 A.M. PWT eff 8/17 Mon., Wed., Fri., 1:00-1:15 P.M. PWT	9*	1/5/42—	Lord & Thomas, San Francisco
Texas Co., New York	Gas and Oil	Fred Allen Jane Froman-Al Goodman (7/5–9/27)	Wednesday, 9:00-10:00 P.M. eff 3/8 Sunday, 9:00-10:00 P.M. Sunday, 9:30-10:00 P.M.	83 117	10/1/41-6/28/42 10/4/42—	Buchanan & Co., N. Y.
Tidewater Associated Oil Co.	Gas and Oil	Football Play-By-Play	Sat., 2:15-5:00 P.M. approx. PWT	9*	9/26/42-12/12/42	Lord & Thomas, San Francisco
Union Oil Co., Los Angeles	Gas and Oil	Nelson Pringle	Mon.-Fri., 7:45-8:00 A.M. PWT	6*	7/7/41-9/25/42	Lord & Thomas, Los Angeles
United Fruit Co., New York	Fruit	The World Today	Mon.-Fri., 6:45-7:00 P.M.	36	2/2/42-6/26/42	BBDO., N. Y.
U. S. Tobacco Co., New York	Model Tobacco	Gay Nineties Revue	Monday, 8:30-8:55 P.M.; 11:30-11:55 P.M.	63	5/26/41—	Arthur Kudner, N. Y.
Vick Chemical Co., New York	Vapo-rub, Va-tro-nol	News for Women	Mon.-Fri., 3:15-3:30 P.M.	5	10/27/41-1/23/42	Morse International, N. Y.
Earl Warren for Governor Committee	Political	Talks	Friday, 8:15-8:30 P.M. PWT Thursday, 3:00-3:30 P.M. PWT	4* 5*	8/14/42 Only 10/22/42 Only	Eugene F. Rouse & Co., Los Angeles Campaigns Inc., San Francisco
Welch Grape Juice Co., Westfield	Grape Juice	Irene Rich	Friday, 7:15-7:30 P.M.; 11:15-11:30 eff 8/16 Sunday, 6:15-6:30 P.M.	65	6/5/42—	H. W. Kastor & Sons Adv. Co., Chicago
William Wrigley, Jr., Co., Chicago	Chewing Gum	Gene Autry	Sunday, 6:30-7:15 P.M.; eff 7/12 Sunday, 6:30-7:00 P.M.	68-114	11/2/41—	J. Walter Thompson Co., Chicago
William Wrigley, Jr., Co., Chicago	Chewing Gum	Scattergood Baines eff 6/15 Ben Bernie	Mon.-Fri., 5:45-6:00 P.M.	77-115	11/3/41—	Arthur Meyerhoff & Co., Chicago
William Wrigley, Jr., Co., Chicago	Chewing Gum	The First Line	Thursday, 10:15-10:45 P.M. eff 5/7 Thursday 10:00-10:30 P.M.	69-113	1/1/42	Arthur Meyerhoff & Co., Chicago

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8 CONSECUTIVE YEARS ON WFIL

Lit Brothers
F. G. Vogt and Sons

7 CONSECUTIVE YEARS ON WFIL

Sam Gerson
Henry A. Hurst
Lichtey's Jewelry Co.
Dr. Locke Shoe Shop

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Abbott's Dairies
Bailey's Furniture
Freihofer Baking Co.
Parkway Baking Co.

NATIONAL

B. C. Remedy
Lydia Pinkham

5 CONSECUTIVE YEARS ON WFIL

Atlantic City Steel Pier
Dr. Mallas
John B. Stetson

NATIONAL

Ex Lax, Inc.

4 CONSECUTIVE YEARS ON WFIL

Dr. Algase
Christian Science
Christian Voices
Anton Dorfner
Electric Association
Wm. Gretz Brewing Co.
Phila. Dairy Products
Woodside Park

NATIONAL

Carter Products
MacFadden Publications

3 CONSECUTIVE YEARS ON WFIL

Atlantic Refining Co.
Bandler's
Bell Telephone Co.
Commonwealth Optical
Electric Storage Battery
Fels and Co.
Gainsburg Optical
General Baking Co.
Home Builders' Show
Ivins Bakery
Mission Bell
Philco Distributors
Wilf Brothers
Wilson Line

NATIONAL

Beaumont Co.
D'Arrigo Brothers
Doyle Packing Co.
J. C. Eno, Ltd.
Gruen Watch Co.
Gulf Oil Corp.
Hecker Products
John Morrell & Co.
Procter & Gamble
Quaker Oats Co.
Stanback Co.
Vick Chemical Co.
Washington State Apples
Yager Liniment

2 CONSECUTIVE YEARS ON WFIL

Brookside Distributors
Browning King & Co.
Chamberlain Aircraft Corp.
Erlanger Brewing
Evening Public Ledger
Gimbel Brothers
Land Title Bank & Trust Co.
James Moroney
Morris Plan Bank
National Bakers Service
Original Trenton Cracker
Parisian Tailors
Phila. & Reading Coal Co.
Quaker City Fed. Savings
Stephano Brothers
Seven Up Bottling Co.
Dr. Shor
Stephen Girard Garage
Strawbridge & Clothier
Suburban Co.
P. B. White & Co.

NATIONAL

Allcock's Plaster
American Chicle
Amer. Cigar & Cigarette Co.
Block Drug Co.
California Fruit Growers Assn.
Consumer's Waste Paper Committee
J. B. Ford Sales
General Electric Co.
Dr. Jayne & Son, Inc.
Manhattan Soap Co.
Murine Co.
Edgar A. Murray Co.

2 CONSECUTIVE YEARS ON WFIL (Cont'd)
NATIONAL (cont'd)

O'Sullivan Rubber Co.
Pierces Proprietaries
Plough, Inc.
Simon & Schuster
Smith Brothers
Studebaker Corp.
William Wrigley, Jr. Co.

NEW WFIL ACCOUNTS DURING 1942

Autocar Co.
Barr's Jewelry
Breyer Ice Cream
Corliss, Inc.
Curtis Publishing Co.
Dad's Root Beer
Delaware County Ind. Union
Drexel Institute
E. I. Dupont de Nemours
George B. Evans Laboratories
Mort Farr
Flower Show
Ford Motor Co.
Garden State Racing Assn.
George Gorson
Hardwick & Magee Co.
Dr. Luther Harr
International Circuit Breaker
Jacob Hornung Brewing
Jersey Shore Steel
Phil Klein
Kotzen Furniture
Harry Krouse
J. E. Kunkel Coal
Lucky Teeter
Lukens Steel Co.
Lyons Finance
Mangels Store
Mary Jane Shoe Co.
Nat'l Stammerer's Institute
Nevins Co.
Northwest Cherry Bureau
Palumbo's Restaurant
Phila. Association Retail Druggists
Phila. Auto Trade Association
Pierce-Phelps
Charles Morris Price School

NEW WFIL ACCOUNTS DURING 1942 (cont'd)

Publicker Commercial Alcohol
Roma Wine
Shopping With Dorothy
Shuman Brothers
Spatola Importing Co.
Stone Harbor
Supplee Wills Jones Co.
Warner Brothers
West Laurel Hill Cemetery
Wildwest Rodeo
Ben Wilkes

NATIONAL

Air Associates
American Industrial Salvage
American School
Chamberlain Sales
Charm Kurl
Clark Gardner Nursery
Cocilana, Inc.
Cooper Blades
Consolidated Drug
Fashion Frocks
Garrett and Co.
Golden Center Wheat Germ
Iowa Soap Co.
Journal of Living
Larus & Brothers
Thomas Leeming
Lever Brothers
Minute Man Soup
National Biscuit
Norwich Pharmacal Co.
Olson Rug Co.
Pabst Brewing Co.
Pepsi-Cola Co.
Pepsodent Co.
F. W. Schumacher & Co.
Seeck & Kade, Inc.
Skinner Manufacturing
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U. S. Tobacco Co.
Willard Tablets
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PHILADELPHIA'S BLUE NETWORK STATION
National Representatives – THE KATZ AGENCY, INC.

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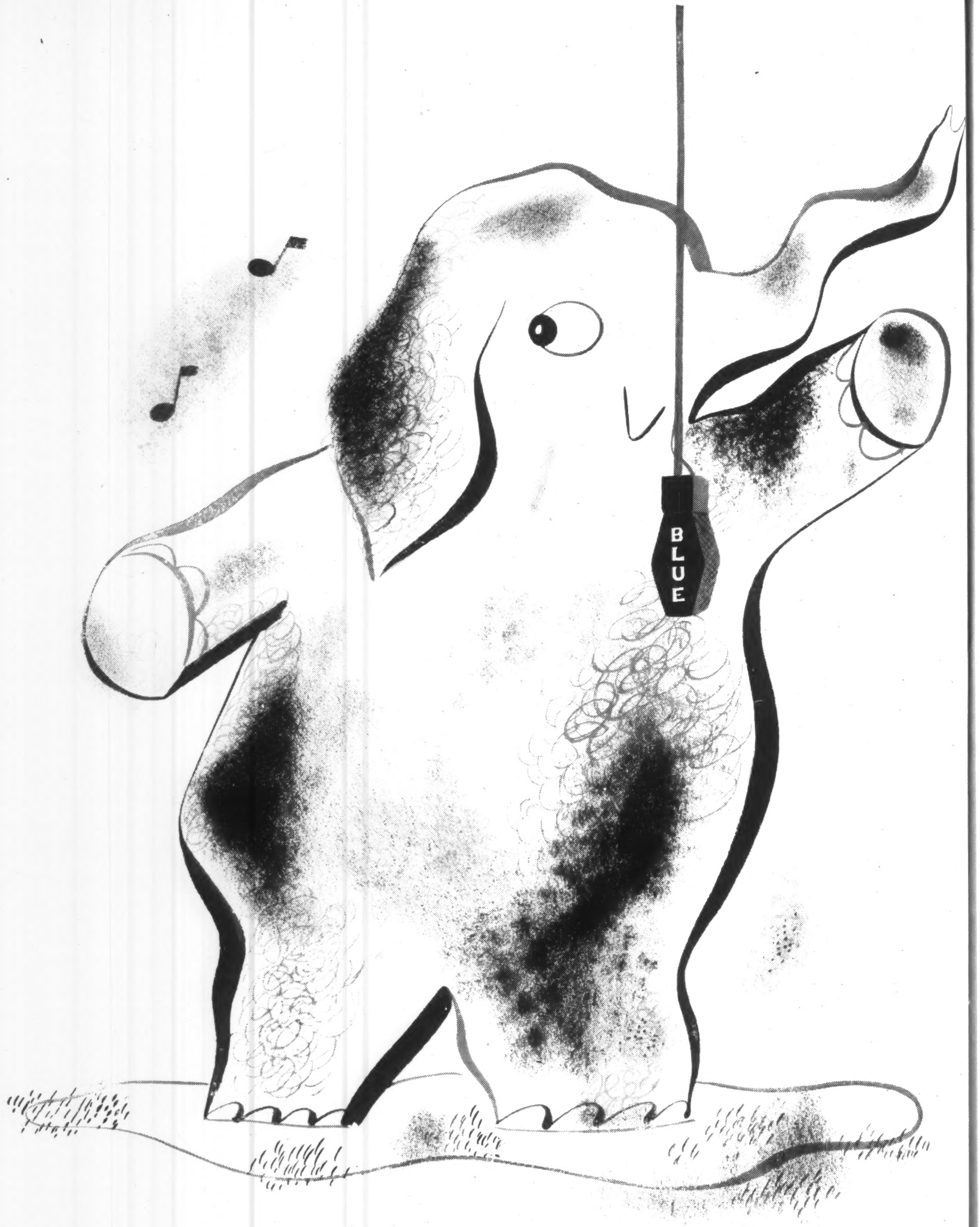
Advertisers Using Blue Network During 1942

All time shown is EWT unless otherwise indicated. *RR means recorded repeat.* *Rpt. means live repeat.*

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Acme White Lead & Color Works Detroit	Paint	Breakfast Club	Tues., Fri., 9:45-10:00 A.M.; 11:00-11:15 A.M. (RR)	70	Feb. '42-May '42	Henri, Hurst & McDonald, Chicago
Adam Hat Stores, New York	Men's Hats	Boxing Bouts	Various Times	130	May '41—	Glicksman Adv. Co., N. Y.
Affiliated Products, Jersey City	Edna Wallace Hopper Products	John's Other Wife	Mon., Tues., Wed., 11:30-11:45 A.M.; 1:45-2:00 P.M. (RR)	124	Mar. '41-July '42	Blackett-Sample-Hummert, N. Y.
American Cigarette & Cigar Co., New York	Pall Mall Cigarettes	Gracie Fields	Mon.-Fri., 9:55-10:00 P.M.	125	Oct. '42—	Ruthrauff & Ryan, N. Y.
Anacin Co., Jersey City	Anacin	Easy Aces	Tues., Wed., Thurs., 7:00-7:15 P.M.	71	June '35-Oct. '42	Blackett-Sample-Hummert, N. Y.
Anacin Co., Jersey City	Anacin	Just Plain Bill	Mon.-Fri., 11:45-12:00 Noon; 2:00-2:15 P.M. (RR)	124	Mar. '40-July '42	Blackett-Sample-Hummert, N. Y.
Austin Studios, Los Angeles	Photographs	Hero of the Week	Saturday, 9:55-10:00 P.M.	7	Aug. '42—	Glasser-Gailey & Co., Los Angeles
P. Ballantine & Sons, Newark	Beer	Three Ring Time	Tuesday, 8:30-9:00 P.M.; 11:00-11:30 P.M. (RR)	85	Dec. '41-June '42	J. Walter Thompson, N. Y.
Bayer Co., New York	Aspirin	American Melody Hour	Wednesday, 9:00-9:30 P.M.	67	Oct. '41-April '42	Blackett-Sample-Hummert, N. Y.
Bayer Co., New York	Aspirin	Second Husband	Wed., Thurs., Fri., 11:00-11:15 A.M.; 1:15-1:30 P.M. (RR)	124	April '42-July '42	Blackett-Sample-Hummert, N. Y.
A. S. Boyle Co., Jersey City	Old English Products	Breakfast at Sardi's	Mon., Wed., Fri., 12:55-1:00 P.M. (Noon); (9:55-10:00 A.M. PWT)	13	Sept. '42—	J. Walter Thompson, N. Y.
Bristol-Myers Co., New York	Mum	In Person—Dinah Shore	Friday, 8:15-8:30 P.M.; 11:15-11:30 P.M. (Rpt)	117	Nov. '41—	Pedlar & Ryan, N. Y.
Bristol-Myers Co., New York	Minit Rub	Duffy's	Tuesday, 8:30-9:00 P.M.; 12:00-12:30 A.M. Mid (Rpt)	120	Oct. '42—	Young & Rubicam, N. Y.
Cal-Aspirin, New York	Cal-Aspirin	Amanda of Honeymoon Hill	Friday, 3:15-3:30 P.M.	55	Feb. '40-Jan. '42	Blackett-Sample-Hummert, N. Y.
Calavo Growers, Los Angeles	Calavos	Breakfast at Sardi's	Tues., Fri., 9:45-9:50 A.M. PWT	13	Dec. '42—	J. Walter Thompson, Los Angeles
Canada Dry Ginger Ale, New York	Ginger Ale	Michael Piper	Friday, 9:30-9:55 P.M.	95	Oct. '41-Feb. '42	J. M. Mathes Inc., N. Y.
Carter Products, New York	Carter's Little Liver Pills	Inner Sanctum Mystery	Sunday, 8:30-9:00 P.M.; 9:30-10:00 P.M. (RR)	61	Jan. '41—	Ted Bates Inc., N. Y.
Carter Products, New York	Arrid	Jimmie Fidler from Hollywood	Sunday, 9:30-9:45 P.M.; 11:15-11:30 P.M. (RR)	68	March '42—	Small & Seiffer, N. Y.
Carter Products, New York	Carter's Little Liver Pills	Good Ole Days	Sunday, 8:30-9:00 P.M.	9	Jan. '42-July '42	Roche, Williams & Cunnyngham, N. Y.
Chlorine Solutions, Los Angeles	Hy-Pro	Breakfast at Sardi's	Saturday, 9:45-10:00 A.M. PWT	9	Sept. '42—	Barton A. Stebbins Adv. Agency, Los Angeles
D. L. Clark Candy Co., Pittsburgh	Candy	Service with a Smile	Thursday, 8:00-8:30 P.M.	58	Oct. '41-Mar. '42	Albert P. Hill Co., Pittsburgh
Coca-Cola Co., Atlanta	Coca-Cola	Spotlight Bands	Mon.-Sat., 9:30-9:55 P.M.	138	Sept. '42—	D'Arcy Adv. Co., N. Y.
Cream of Wheat Corp., Minneapolis	Cream of Wheat	Breakfast Club	Fri., Sat., 9:00-9:15 A.M.	65	Nov. '41-Mar. '42	BBDO., Minneapolis
Cream of Wheat Corp., Minneapolis	Cream of Wheat	Breakfast Club	Fri., Sat., 9:45-10:00 A.M.; 11:45-12:00 Noon (RR)	74	Oct. '42—	BBDO., Minneapolis
Cummer Products Co., New York	Energine	Manhattan at Midnight	Wednesday, 8:30-9:00 P.M.; 11:30-12:00 Mid (Rpt)	64	July '40—	Young & Rubicam, N. Y.
Ex-Lax, Brooklyn	Ex-Lax	The Street Singer	Mon., Wed., Fri., 4:00-4:15 P.M.	26	Jan. '42-July '42	Joseph Katz Co., N. Y.
Fisher Flouring Mills, Seattle	Flour & Cereal	Breakfast at Sardi's	Mon., Thurs., 9:45-9:50 A.M. PWT	13	July '42—	Pacific National Adv. Agency, Seattle
Ford Motor, Dearborn	Ford Cars	Watch the World Go By	Every Day, 8:00-8:15 P.M.; 11:00-11:15 P.M. (Rpt)	125	July '42—	Maxon Inc., Detroit
General Foods Corp., New York	Post Toasties	Don Winslow of the Navy	Mon.-Fri., 6:00-6:15 P.M.; 7:00-7:15 P.M. (RR); 8:00-8:15 P.M. (RR)	138	Oct. '42—	Benton & Bowles, N. Y.
General Mills, Minneapolis	Kix	Lone Ranger	Mon., Wed., Fri., 7:30-8:00 P.M.; 8:00-8:30 P.M. (RR)	51	May '42—	Blackett-Sample-Hummert, Chicago
General Mills, Minneapolis	Cheerioats	Hop Harrigan	Tues.-Sat., 9:00-9:15 P.M. (RR)	13	Sept. '42—	Blackett-Sample-Hummert, Chicago
General Mills, Minneapolis	Kix	Lightning Jim	Mon., Wed., Fri., 10:30-11:00 P.M. (RR)	13	May '42-Sept. '42	Blackett-Sample-Hummert, Chicago
General Mills, Minneapolis	Wheaties	Jack Armstrong	Mon.-Fri., 5:30-5:45 P.M.; 6:30-6:45 P.M. (Live rpt); 7:30-7:45 P.M. (RR); 8:30-8:45 P.M. (RR)	106	Aug. '42—	Knox-Reeves Adv., Minneapolis
Hall Bros., Kansas City	Greeting Cards	Meet Your Navy	Friday, 10:00-10:30 P.M.	113	Aug. '42—	Henri, Hurst & McDonald, Chicago
Hecker Products Co., New York	H-O Oats	Moylan Sisters	Sunday, 5:00-5:15 P.M.	14	May '42—	Clements Co., Philadelphia
Ironized Yeast Co., Atlanta	Ironized Yeast	Good-Will Hour	Sunday, 10:00-11:00 P.M.	66	April '40—	Ruthrauff & Ryan, N. Y.
Andrew Jergens Co., Cincinnati	Jergens Lotion	Walter Winchell	Sunday, 9:00-9:15 P.M.; 10:30-10:45 P.M. (Rpt)	111	Oct. '39—	Lennen & Mitchell, N. Y.
Andrew Jergens Co., Cincinnati	Woodbury Soap	Parker Family	Sunday, 9:15-9:30 P.M.; 10:45-11:00 P.M. (Rpt)	111	Oct. '39—	Lennen & Mitchell, N. Y.
Kellogg Co., Battle Creek, Mich.	Pep	Breakfast at Sardi's	Mon.-Fri., 9:50-9:55 A.M. PWT	13	Jan. '43—	Kenyon & Eckhardt, N. Y.
Kerr Glass Mfg. Corp., Los Angeles	Kerr Mason Jars & Caps	Breakfast at Sardi's	Mon.-Fri., 9:50-9:55 A.M. PWT thru 8/28 Mon., Wed., Fri., 9:50-9:55 A.M. PWT 8/31-9/25	10	Aug. '42-Sept. '42	Raymond R. Morgan & Co., Hollywood
Kolynos Co., Jersey City	Kolynos Toothpaste	Mr. Keen—Tracer of Lost Persons	Tues., Wed., Thurs., 7:15-7:30 P.M.	72	Jan. '41-Oct. '42	Blackett-Sample-Hummert, N. Y.

(Continued on Page 188)


BLUE

people are different from elephants!

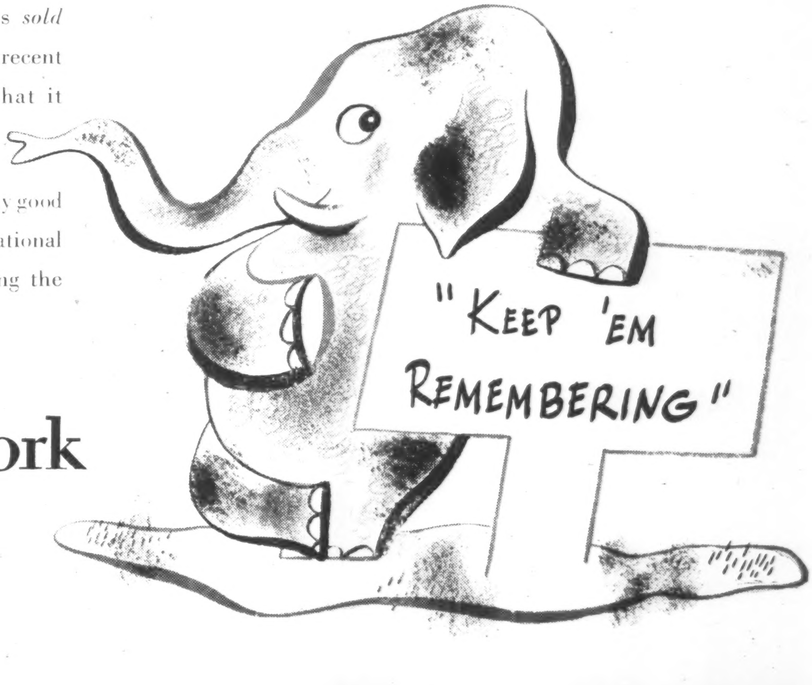
Unlike elephants, people *forget* better than they do most anything. They forget names and faces, telephone numbers and appointments. They forget *brand names* too. Just ask the manufacturers who stopped their advertising during the last war.

There's nothing like radio to keep the public mindful of your product. That's one of the big reasons why so many far-sighted advertisers, whose production is curtailed or diverted to war purposes, are staying on the air without interruption. They realize that while radio has *sold goods* with unequalled efficiency and economy in recent years, it has never lost its original virtue—that it *builds good will.*

"Keeping 'em remembering" on the Blue makes mighty good sense in our wartime economy. The Blue gives you national coverage at the lowest price of any medium entering the home—costs, in fact, from 11% to 35% less per thousand listeners than major network competition.

Whether you're after new markets, defending old ones, or merely protecting your brand name, talk over your problem with a Blue Network salesman. You'll find *it's easy to do business with the Blue!*

Blue Network Company, A Radio Corporation of America Service



the blue network

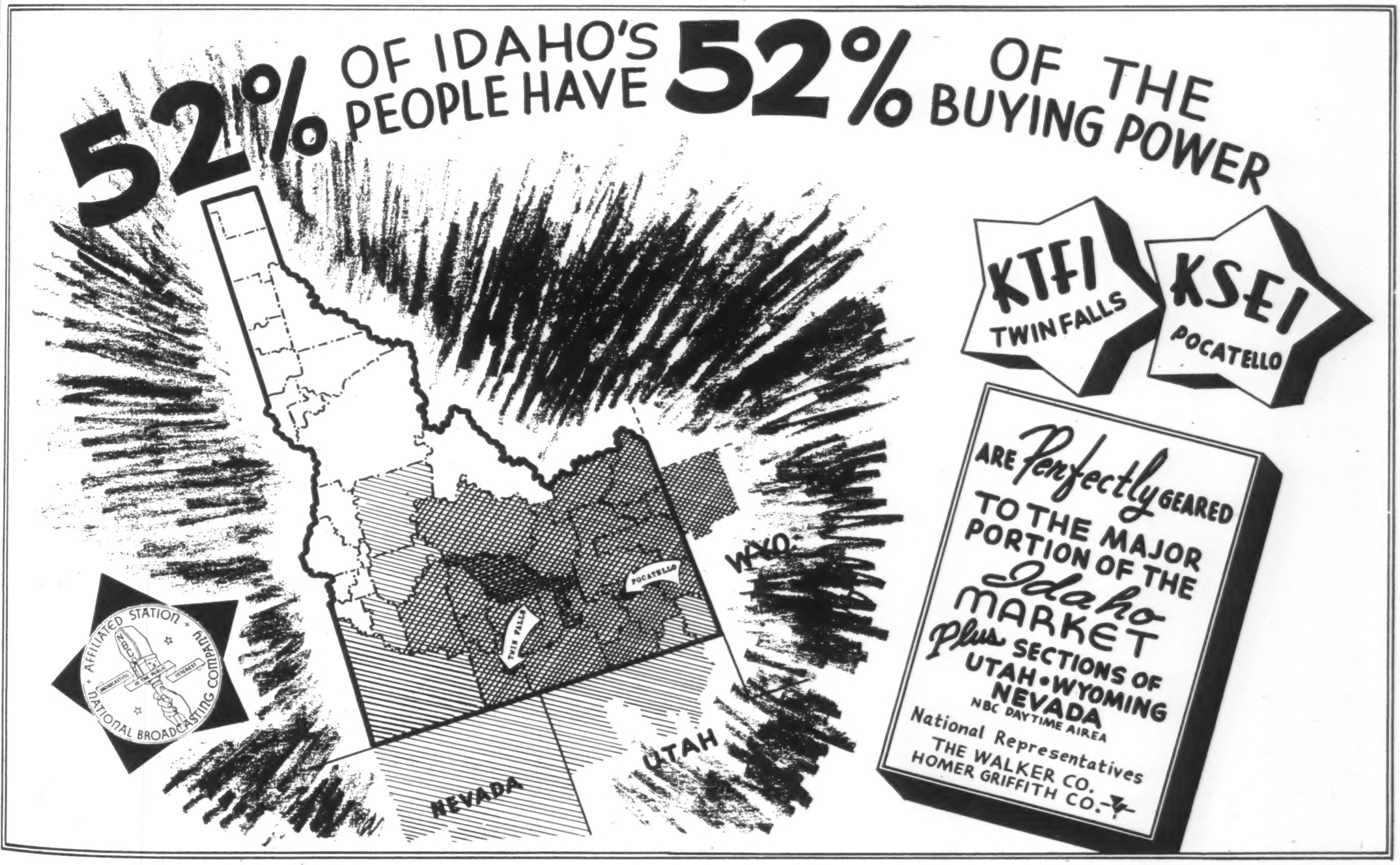
Advertisers Using Blue Network During 1942

[Continued from Page 185]

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Lance, Inc., Charlotte, N. C.	Toastchee Sandwiches	Sunday Toastchee Time	Sunday, 4:30-5:00 P.M.	64	Aug. '42-Dec. '42	Morse International, N. Y.
Langendorf United Bakeries, San Francisco	Bakery Products	Red Ryder	Tues., Thurs., Sat., 7:30-8:00 P.M. PWT	5	Feb. '42—	Ruthrauff & Ryan, N. Y.
Loew's Inc., New York	MGM Pictures	The Lion's Roar	Mon.-Fri., 7:00-7:05 P.M.	52	Nov. '42—	Donahue & Coe., N. Y.
P. Lorillard & Co., New York	Cigarettes (Old Gold)	New Old Gold Show	Friday, 8:00-8:30 P.M.	60	Nov. '41-Apr. '42	J. Walter Thompson, N. Y.
Mail Pouch Tobacco Co., Wheeling, W. Va.	Cigars & Tobacco	Counterspy	Monday, 9:00-9:30 P.M.	60	Sept. '42—	Walker & Downing, Pittsburgh
Mennen Co., Newark	Mennen Lotion	Capt. Flagg & Sgt. Quirt	Sunday, 7:30-8:00 P.M.; 8:30-9:00 P.M. (RR)	85	Sept. '41-Jan. '42	Russell M. Seeds Co., Chicago
Miles Labs., Elkhart, Ind.	Alka-Seltzer & Vitamins	Lum & Abner	Mon.-Thurs., 8:15-8:30 P.M.; 11:15-11:30 P.M. (Rpt)	70	Sept. '41—	Wade Adv. Agency, Chicago
Miles Labs., Elkhart, Ind.	Alka-Seltzer & Vitamins	Quiz Kids	Sunday, 7:30-8:00 P.M.; 11:30-12:00 Mid (RR)	66	Sept. '40—	Wade Adv. Agency, Chicago
Minneapolis-Honeywell Regulator Co., Minneapolis	Air Conditioning Machinery	Alias John Freedom	Monday, 10:15-10:45 P.M.	124	Aug. '42—	Addison Lewis & Associates, Minneapolis
Modern Food Process Co., Philadelphia	Philadelphia Scrapple	Olivio Santoro	Sunday, 5:15-5:30 P.M.	18	Sept. '40-Sept. '42	Clements Co., Philadelphia
Modern Food Process Co., Philadelphia	Thrivo Dog Food	Moylan Sisters	Sunday, 5:00-5:15 P.M.	26	Oct. '39-Feb. '42	Clements Co., Philadelphia
C. F. Mueller Co., Jersey City	Macaroni	Morning Market Basket	Wed., Thurs., Fri., 10:00-10:15 A.M.	20	Sept. '42—	Duane Jones Co., N. Y.
Neighbors of Woodcraft, Portland, Ore.	Life Insurance	Grandpappy & His Pals	Sunday, 2:00-2:30 P.M. PWT	24	May '41—	MacWilkins & Cole, Portland, Ore.
Nestle's Milk Products Co., New York	Nestle's Products	Breakfast at Sardi's	Wednesday, 9:40-9:45 A.M. PWT Saturday, 9:30-9:45 A.M. PWT	13	Sept. '42—	Leon Livingston Adv. Agency, San Francisco
Northwestern Yeast Co., Chicago	Yeast	Songs of a Dreamer	Mon., Wed., Fri., 10:00-10:15 A.M.	18	Oct. '42—	MacFarland Aveyard Co., Chicago
Ontario Travel & Publicity Bureau, Toronto	Travel Bureau	The Ontario Show	Friday, 7:00-7:30 P.M.	47	Mar. '42-June '42	Walsh Adv. Co., Toronto
Pacquin, Inc., New York	Creams	Speaking of Glamour	Sunday, 10:30-10:45 A.M. PST Thursday, 4:30-4:45 P.M. PST	13	Sept. '41-Mar. '42	William Esty & Co., Hollywood
Pan American Coffee Bureau, New York	Coffee	Over Our Coffee Cups	Sunday, 6:45-7:00 P.M.	130	Sept. '41-Apr. '42	Buchanan & Co., N. Y.
Pepsi-Cola Co., Long Island City, N. Y.	Pepsi-Cola	War Bond Contest	Mon.-Fri., 9:55-10:00 P.M.	171	May '42-July '42	Newell-Emmett Co., N. Y.
Phillips Chemical Co., New York	Haley's M-O	Amanda of Honeymoon Hill	Mon.-Thurs., 3:15-3:30 P.M.	55	Feb. '40-Jan. '42	Blackett-Sample-Hummert, N. Y.
Phillips Chemical Co., New York	Haley's M-O	Amanda of Honeymoon Hill	Mon., Tues., Wed., 11:15-11:30 A.M.; 1:30-1:45 P.M. (RR)	122	Jan. '42-July '42	Blackett-Sample-Hummert, N. Y.
Photo-Developing Co., Los Angeles	Film Developing	Breakfast at Sardi's	Mon., Wed., Fri., 9:40-9:45 A.M. PWT	13	May '42-July '42	Mayers Co., Los Angeles
Pillsbury Flour Mills Co., Minneapolis	Flour	Musical Millwheel	Thurs., Fri., Sat., Sun., 10:00-10:15 A.M.	50	Sept. '41-June '42	McCann-Erickson, Chicago
Ralston-Purina Co., St. Louis	Cereal	Tom Mix	Mon.-Fri., 5:45-6:00 P.M.	68	Sept. '41-Mar. '42	Gardner Adv. Co., St. Louis
Ralston-Purina Co., St. Louis	Cereal	Elsa Maxwell	Friday, 10:00-10:15 P.M.	65	Jan. '42-June '42	Gardner Adv. Co., St. Louis
R. J. Reynolds Co., Winston-Salem, N. C.	Tobacco	Cugat Rumba Review	Tuesday, 8:00-8:30 P.M.	95	Oct. '41-June '42	William Esty & Co., N. Y.
Seaside Oil Co., Santa Barbara, Cal.	Gas & Oil	Seaside News	Mon., Wed., Fri., 5:30-5:45 P.M. PWT	11	May '42-Aug. '42	McCarty Co., Los Angeles
Serutan Co., Jersey City	Serutan	Drew Pearson	Sunday, 7:00-7:15 P.M.; 8:45-9:00 P.M. (RR)	27	Oct. '41—	Raymond Spector Co., N. Y.
Sherwin-Williams Co., Cleveland	Paints	Metropolitan Opera Auditions of the Air	Sunday, 6:30-7:00 P.M.	138	Nov. '42—	Warwick & Legler, N. Y.
Skinner & Eddy Corp., Seattle	Soup	Breakfast at Sardi's	Mon.-Fri., 9:35-9:40 A.M. PWT	10	June '42—	J. William Sheets Co., Seattle
Dr. Earle S. Sloan, New York	Sloan's Liniment	Gangbusters	Friday, 9:00-9:30 P.M.	63	Oct. '41-Apr. '42	Warwick & Legler, N. Y.
Dr. Earle S. Sloan, New York	Sloan's Liniment	Gangbusters	Friday, 9:00-9:30 P.M.; 11:30-12:00 Mid (RR)	96	Sept. '42—	Warwick & Legler, N. Y.
Smith Bros., Poughkeepsie, N. Y.	Cough Drops	News	Friday, 9:55-10:00 P.M.	94	Nov. '41 Mar. '42	J. D. Tarcher & Co., N. Y.
Socony-Vacuum Oil Co., New York	Petroleum Products	Raymond Gram Swing	Mon.-Thurs., 10:00-10:15 P.M.	118	Sept. '42—	J. Stirling Getchell, N. Y.
Standard Brands, New York	Yeast	I Love a Mystery	Monday, 8:00-8:30 P.M.	60	Oct. '41-June '42	Kenyon & Eckhardt, N. Y.
Standard Oil of Indiana, Chicago	Gas & Oil	Auction Quiz	Friday, 8:00-8:30 P.M.	43	July '41-Jan. '42	McCann-Erickson, Chicago
Sun Oil Co., Philadelphia	Gas & Oil	Lowell Thomas	Mon.-Fri., 6:45-7:00 P.M.	24	June '32—	Roche, Williams & Cunnygnham, Philadelphia
Swift & Co., Chicago	Swift Bacon & Ham	Breakfast Club	Thurs., Fri., Sat., 9:30-9:45 A.M.; 10:45-11:00 A.M. (RR)	92	Feb. '41-Nov. '42	J. Walter Thompson Co., Chicago
Swift & Co.	Bacon & Ham	Breakfast Club	Tues.-Sat., 9:30-9:45 A.M.; 11:30-11:45 A.M. (RR)	142	Nov. '42—	Blackett-Sample-Hummert, N. Y.
Joseph Tetley, N. Y.	Jiffy Soups	Morning Market Basket	Tues., Thurs., Sat., 10:00-10:15 A.M.	10	Nov. '40—	Duane Jones, N. Y.
Texas Co., New York	Gas & Oil	Metropolitan Opera	Saturday, 2:00-5:00 P.M. (Approximately)	163	Nov. '41-Mar. '42	Buchanan & Co., N. Y.
Texas Co., New York	Gas & Oil	Metropolitan Opera	Saturday, 2:00-5:00 P.M. (Approximately)	173	Nov. '42—	Buchanan & Co., N. Y.

Advertisers Using Blue Network During 1942

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Tidewater Associated Oil Co., San Francisco	Petroleum Products	Football	Saturday, 2:00-5:00 P.M. PWT	19	Sept. '42-Nov. '42	Lord & Thomas, San Francisco
Time Inc., New York	Magazine	March of Time	Friday, 9:00-9:30 P.M.	81	Oct. '41-June '42	Young & Rubicam, N. Y.
Trimount Clothing Co., New York	Men's Clothing	Dorothy Thompson	Thursday, 8:45-9:00 P.M.	65	Mar. '42-June '42	Emil Mogul Inc., N. Y.
Trimount Clothing Co., New York	Men's Clothing	Dorothy Thompson	Sunday, 9:45-10:00 P.M.; 12:30-12:45 P.M. (RR)	62	Sept. '42-Dec. '42	Emil Mogul Inc., N. Y.
Wander Co., Chicago	Ovaltine	Captain Midnight	Mon.-Fri., 6:45-7:00 P.M.; 7:45-8:00 P.M. (RR); 8:45-9:00 P.M. (RR)	76	Sept. '42—	Blackett-Sample-Hummert, Chicago
Washington Cooperative Egg & Poultry Assn., Seattle	Linden Chicken	Breakfast at Sardi's	Tuesday, 9:40-9:45 A.M. PWT	13	Sept. '42—	Pacific National Adv. Agency, Seattle
R. L. Watkins Co., New York	Dr. Lyons Tooth Powder	Second Husband	Mon., Tues., 11:00-11:15 A.M.; 1:15-1:30 P.M. (RR)	54	Apr. '42-July '42	Blackett-Sample-Hummert, N. Y.
R. L. Watkins Co., New York	Dr. Lyons Tooth Powder	Orphans of Divorce	Mon.-Fri., 3:00-3:15 P.M.	54	June '38-Apr. '42	Blackett-Sample-Hummert, N. Y.
R. L. Watkins Co., New York	Dr. Lyons Tooth Powder	Amanda of Honeymoon Hill	Thurs., Fri., 11:15-11:30 A.M.; 1:30-1:45 P.M. (RR)	122	Jan. '42-July '42	Blackett-Sample-Hummert, N. Y.
R. L. Watkins Co., New York	Dr. Lyons Tooth Powder	Monday Merrygoround	Monday, 10:00-10:30 P.M.	68	Oct. '41-Apr. '42	Blackett-Sample-Hummert, N. Y.
Welch Grape Juice, Westfield, N. Y.	Grape Juice	Dear John	Sunday, 9:30-9:45 P.M.; 12:00-12:15 A.M. (RR)	55	Oct. '40-Mar. '42	H. W. Kastor & Sons, Chicago
Wheeling Steel Corp., Wheeling	Steel Products	Musical Steelmakers	Sunday, 5:30-6:00 P.M.	64	Oct. '41-June '42	Critchfield & Co., Chicago
Wheeling Steel Corp., Wheeling	Steel Products	Musical Steelmakers	Sunday, 5:30-6:00 P.M.	72	Oct. '42—	Critchfield & Co., Chicago
J. B. Williams Co., Glastonbury, Conn.	Shaving Cream	True or False	Monday, 8:30-9:00 P.M.	65	Sept. '41—	J. Walter Thompson Co., N. Y.
Williamson Candy Co., Chicago	Candy Bars	Famous Jury Trials	Tuesday, 9:00-9:30 P.M.	62	Oct. '41—	Aubrey, Moore & Wallace, Chicago
Wilson Milk Co., Indianapolis	Milk	Smile Awhile	Mon., Wed., Fri., 11:30-11:45 A.M.	11	Oct. '42—	Keeling & Co., Indianapolis
Wyeth Chemical Co., New York	Hills Cold Tablets	John's Other Wife	Thurs., Fri., 11:30-11:45 A.M.; 1:45-2:00 P.M. (RR)	70	Mar. '40-July '42	Blackett-Sample-Hummert, N. Y.


52% OF IDAHO'S PEOPLE HAVE 52% OF THE BUYING POWER
KTFI TWIN FALLS
KSEI POCATELLO
ARE Perfectly GEARED TO THE MAJOR PORTION OF THE Idaho MARKET Plus SECTIONS OF UTAH • WYOMING NEVADA
NBC DAYTIME AIREA
National Representatives
THE WALKER CO.
HOMER GRIFFITH CO.
AFFILIATED STATION NATIONAL BROADCASTING COMPANY
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Advertisers Using Mutual Network During 1942

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
American Bird Products, Chicago	Bird Food	American Radio Warblers	Sunday, 1:00-1:15 P.M.	10	10/15/39-4/28/40 10/13/40-4/13/41	Weston-Barnett, Chicago
Anacin Co., Jersey City	Anacin	Front Page Farrell John B. Hughes	Mon.-Fri., 1:30-1:45 P.M. Tues., Wed., 10:00-10:15 P.M. Wed., Sat., 10:00-10:15 P.M.	79	6/23/41-3/20/42 3/24/42-10/6/42 10/14/42—	Blackett-Sample-Hummert, N. Y.
Barbasol Co., Indianapolis	Barbaso	Gabriel Heatter	Sunday, 8:45-9:00 P.M.	14 55	4/6/41-10/25/42 11/1/42—	Erwin, Wasey & Co., N. Y.
Bayuk Cigars Inc., Philadelphia	Phillies	Inside of Sports Cal Tinney	Tues., Thurs., Sat., 7:45-8:00 P.M. Mon., Wed., Fri., 8:00-8:15 P.M.	76	6/14/38-6/27/42 8/4/41— 11/7/41 Friday Added	Ivey & Ellington, Philadelphia
Benson & Hedges, New York	Virginia Rounds Cigarettes	Paul Schubert	Mon.-Fri., 10:30-10:45 P.M.	8	8/17/42—	Duane Jones Co., N. Y.
Bullard Co., Bridgeport, Conn.	Institutional	Presentation of Plane to Army	Tuesday, 4:00-4:30 P.M.	40	10/13/42 Only	Direct
Campana Sales Co., Batavia, Ill.	Campana Balm & Hand Lotion, Old South Toiletries, Dreskin Coolies, etc.	First Nighter	Sunday, 6:00-6:30 P.M.	125	10/4/42—	Aubrey, Moore & Wallace, Chicago
Chase Brass & Copper Co., Bridgeport, Conn.	Institutional	Army-Navy "E" Award	Thursday, 2:30-3:30 P.M.	34	10/15/42 Only	Direct
Coca-Cola Co., Atlanta	Coca-Cola	Spotlight Bands	Mon.-Fri., 10:15-10:30 P.M. Saturday, 10:15-10:45 P.M. Mon.-Fri., 9:30-9:45 P.M. Saturday, 9:30-10:00 P.M.	123	11/3/41-1/31/42 2/2/42-5/2/42	D'Arcy Adv. Co., St. Louis
Conti Products Inc., New York	Conti Shampoo & Soap	Treasure Hour of Song Walter Compton	Saturday, 8:00-8:30 P.M. Friday, 10:00-10:30 P.M. Sunday, 10:45-11:00 A.M.	23	1/24/42-5/2/42 5/8/42-7/17/42 7/26/42—	Bermingham, Castleman & Pierce, N. Y.
Delaware, Lackawanna & Western Coal Co., New York	Blue Coal	The Shadow	Sunday, 5:30-6:00 P.M.	24	9/26/37-3/20/38 9/25/38-3/19/39 9/24/39-4/7/40 9/29/40-4/20/41 9/28/41-3/22/42 9/27/42—	Ruthrauff & Ryan, N. Y.
Detroit Bible Class, Detroit	Religious Talks	Detroit Bible Class	Sunday, 10:00-10:30 A.M.	99	11/10/40—	Aircasters Inc., Detroit
Diebold Safe & Lock Co., Canton	Institutional	Army-Navy "E" Award	Monday, 2:30-3:00 P.M.	10	8/31/42 Only	Sweeney & James Co., Cleveland
Garrett Wine Co., New York	Wine	Maid of America	Tuesday, 8:30-9:00 P.M.	2	3/10/42-5/26/42	Ruthrauff & Ryan, N. Y.
General Cigar Co., New York	White Owl Cigars	Raymond Gram Swing Raymond Clapper	Mon., Thurs., 10:00-10:15 P.M. Mon., Thurs., 10:00-10:15 P.M.	85	9/25/39-9/21/42 9/24/42—	J. Walter Thompson Co., N. Y.
General Mills, Minneapolis	Wheaties	Jack Armstrong	Mon.-Fri., 5:30-5:45 P.M. Local	99	9/29/41-6/26/42	Knox Reeves Adv., Minneapolis
General Mills, Minneapolis	Corn Kix	Lone Ranger	Mon., Wed., Fri., 7:30-8:00 P.M.	43	5/5/41-5/1/42	Blackett-Sample-Hummert, Chicago
Gillette Safety Razor Co., Boston	Gillette Safety Razors and Blades	Boxing Bouts World Series Cotton Bowl Army All-Star Football	10:00 P.M.— 1:15 P.M.— 2:00 P.M.— Various Times	192 263 154 154	Various Dates 9/30, 10/1, 3, 4, 5 Jan. 1, 1942 8/30, 9/6, 9, 12, 13, 16, 19, 20	Maxon Inc., N. Y.
Gospel Broadcasting Assn.	Religion	Old Fashioned Revival Hour	Sunday, 9:00-10:00 P.M.	195	1/3/37—	R. H. Alber Co., Los Angeles
Gospel Broadcasting Assn.	Religion	Pilgrim Hour	Sunday, 2:00-3:00 P.M.	99	9/6/42—	R. H. Alber Co., Los Angeles
Gotham Silk Hosiery Co., New York	Hosiery	Strictly Personal, Pegeen Fitzgerald	Mon., Wed., Fri., 1:35-1:45 P.M.	55	11/16/42—	Grady & Wagner Advertising, N. Y.
Hecker Products Corp., Chicago	Ceresota & Aristos Flour	This Is Life	Mon., Wed., Fri., 12:15-12:30 P.M.	6	9/8/41-6/5/42	Leo Burnett Co., Chicago
Howard Clothes, New York	Men's Clothing	Adventures of Bulldog Drummond True Story Theatre of the Air	Sunday, 6:30-7:00 P.M. Wednesday, 8:30-9:00 P.M.	11 11	4/6/41-6/22/41 9/28/41-3/22/42 9/23/42—	Redfield-Johnstone, N. Y.
Iglehart Brothers, Evansville, Ind.	Swansdown Family Flour	Johnson Family	Mon., Wed., Fri., 4:30-4:45 P.M.	31	3/3/41-3/27/42	Young & Rubicam, N. Y.
Land O'Lakes Creameries, Minneapolis	Land O'Lakes Butter, Occasionally Cheese & Turkeys	Boake Carter	Mon., Wed., Fri., 4:45-5:00 P.M. Mon., Wed., Fri., 12:00-12:15 P.M.	22	10/20/41-3/27/42 4/6/42—	Campbell-Mithun, Minneapolis
Lansdowne Steel & Iron Co., Gadsden, Ala.	Institutional	Army-Navy "E" Award	Wednesday, 12:15-12:30 P.M.	2	9/16/42 Only	Direct
Lumberman's Mutual Casualty Co., Chicago	Insurance	Upton Close	Sunday, 5:15-5:30 P.M.	56	11/22/42—	Leo Burnett & Co., Chicago
Lutheran Laymen's League, St. Louis	Religion	Lutheran Hour	Sunday, 1:30-2:00 P.M.; 4:30-5:00 P.M. Repeat	199	10/24/37-4/17/38 10/23/38-4/16/39 10/29/39-4/21/40 10/27/40-4/20/41 10/19/41-4/19/42 10/25/42—	Kelly, Stuhlman & Zahrndt, St. Louis Eff. 12/41— Kelly, Zahrndt & Kelly St. Louis
Marrows Inc., Chicago	Mar-O-Oil Shampoo	George Fisher, Hollywood Reporter	Tues., Thurs., 12:30-12:45 P.M. Sunday, 1:15-1:30 P.M.	69	1/2/41-7/1/41 9/28/41-4/26/42	Hays-MacFarland & Co., Chicago
Pabst Brewing Co., Chicago	Pabst Blue Ribbon Beer	Pro Football Games	Sunday, 1:45	115	12/13/42 Only	Lord & Thomas, Chicago
Paramount Pictures Corp., New York	Picture Premiere	Birth of the Blues The Fleet's In	Saturday, 9:00-9:30 P.M. Friday, 9:45-10:00 P.M.	70 82	11/1/41 Only 3/27/42 Only	Buchanan & Co., N. Y.
People's Church Inc., Indianapolis	Religion	Cadle Tabernacle	Sunday, 12:00-12:30 P.M.	136	10/18/42—	Ivey & Ellington, Philadelphia
Pepperell Manufacturing Co., Boston	Pepperell Sheets, etc.	Eleanor Early—Commentary	Thursday, 12:15-12:30 P.M	20	4/23/42-7/16/42	H. B. Humphrey Co., Boston
Pharmaco Inc., Newark	Feen-a-mint & Chooz	Double or Nothing	Sunday, 6:00-6:30 P.M. Friday, 9:30-10:00 P.M	189	9/29/40-5/3/42 5/8/42—	Wm. Esty & Co., N. Y.

Advertisers Using Mutual Network During 1942

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Richfield Oil Corp., New York	Oil and Gasoline	Confidentially Yours—Arthur Hale	Tues., Thurs., Sat., 7:30-7:45 P.M.	29	1/6/40-6/29/40 10/1/40-2/1/41 2/1/41-9/27/41 1/6/42—	Sherman K. Ellis Co., N. Y. Eff. 2/1/41 Hixson-O'Donnell Adv., N. Y
Riggio Tobacco Corp., New York	Regent Cigarettes	Regent Time—Jerry Wayne	Mon., Tues., Wed., 10:30-10:45 P.M.	16	1/5/42-2/25/42	M. H. Hackett Inc., N. Y.
R. B. Semler Inc., New Canaan, Conn.	Kreml	Gabriel Heatter	Mon., Wed., Fri., 9:00-9:15 P.M.	56	8/7/40—	Erwin, Wasey & Co., N. Y.
Schenley Import Corp., New York	Cresta Blanca Wines	Cresta Blanca Carnival	Wednesday, 9:15-10:00 P.M.	68	10/14/42—	Wm. H. Weintraub & Co., N. Y.
Standard Brands, New York	Fleischmann Yeast	What's My Name?	Tuesday, 8:00-8:30 P.M.	86	1/6/42-6/30/42	Kenyon & Eckhardt, N. Y.
Standard Oil Co., New Jersey	Standard Oil Products	Army-Navy Football Game	Saturday, 1:15—	60	11/28/42 Only	Marshalk & Pratt
Studebaker Corp. (Pacific Division)	Studebaker Automobiles	John B. Hughes, News	Tues., Wed., Sat., 10:00-10:15 P.M. Tues., Wed., Sat., 12:15-12:30 A.M. Tues.-Thurs., 12:30-12:45 A.M. Tues., Thurs., Sat., 12:30-12:45 A.M. Mon., Wed., Fri., 12:30-12:45 A.M.	37	9/30/41-6/2/42 6/2/42-7/2/42 7/2/42-8/28/42 9/1/42-9/29/42 9/29/42—	Roche, Williams & Cunnyngham, Chicago
Voice of Prophecy Inc., Washington, D. C. (Formerly Titled—General Conference of Seventh Day Adventists)	Religion	Voice of Prophecy	Sunday, 7:00-7:30 P.M.	185	1/4/42—	Jack Parker & Assoc., Hollywood Eff. 10/4/42 G. C. Hoskin & Assoc., Chicago
Wander Co., Chicago	Ovaltine	Captain Midnight	Mon.-Fri., 5:45-6:00 P.M.	83	9/30/40-7/4/41 9/29/41-6/26/42	Blackett-Sample-Hummert, Chicago
Wesley Radio League	Religion	Rev. J. Zoller	Sunday, 11:00-11:30 A.M.	127	11/1/42—	Aircasters Inc., Detroit
Western Conference of Teamsters, Los Angeles	....	Curtain America	Monday, 9:30-10:00 P.M.	2	8/24/42—	Clarence Juneau Agencies, Los Angeles
Whitehall Pharmacal Co., New York	Aspertane	John B. Hughes—News Arthur Van Horn—A.P. News	Mon.-Fri., 12:00-12:15 P.M. Mon., Wed., Fri., 1:30-1:35 P.M.	93	6/23/41-3/20/42 4/20/42—	Blackett-Sample-Hummert, N. Y.
Worumbo Manufacturing Co., Lisbon Falls, Me.	Institutional	Army-Navy "E" Award	Friday, 11:30-12:00 Noon	23	10/2/42 Only	Direct
Young People's Church of the Air, Philadelphia	Religion	Rev. Percy Crawford	Sunday, 3:30-4:00 P.M.	187	10/13/40-1/5/41 1/19/41-4/13/41 10/19/41—	R. H. Alber Co., Los Angeles Eff. 1/19/41 Ivey & Elington, Philadelphia
Zonite Products Corp., New York	Forhan's Toothpaste	Gabriel Heatter	Tues., Thurs., 9:00-9:15 P.M.	12	1/6/41-7/3/41 10/7/41—	Erwin, Wasey & Co., N. Y.
		COOPERATIVELY SPONSORED MUTUAL NETWORK PROGRAMS				
Local Sponsors Public Finance Corp.	Various	Adventures of Bulldog Drummond	Sunday, 6:30-7:00 P.M. Monday, 8:30-9:00 P.M.	Varies ..	9/28/41-3/22/42 10/26/42—	Varies ....
Local Sponsors Royal Crown Cola	Various	B. S. Bercovici Philip Keyne-Gordon	Mon.-Fri., 11:15-11:30 A.M. Mon.-Fri., 6:01-6:15 P.M. (eff. 6/8/42)	Varies ..	4/28/41-8/1/42 8/2/42—	Varies ....
Local Sponsors Belk-Leggett Co.	Various	Bill Hays Reads the Bible	Mon.-Fri., 12:15-12:30 P.M.	Varies ..	9/2/42—	Varies ....
Local Sponsors Grove's Bromo-Quinine	Various	Boake Carter	Mon.-Fri., 12:00-12:15 P.M.	Varies ..	6/8/42—	Varies ....
Local Sponsors McKesson, Bedsole & Colvin	Various	Cedric Foster	Mon.-Fri., 2:00-2:15 P.M.	Varies ..	9/1/41— 7/13/42—	Varies ....
Local Sponsors Old Molineaux Wines, Inc.	Various	For Your Information	Friday, 8:30-8:45 P.M.	Varies ..	11/7/41-4/30/42	Varies ....
Local Sponsors Morey Mercantile Co.	Various Nu-Drain & Nu-Bowl	Johnson Family	Mon.-Fri., 4:30-4:45 P.M.	Varies ..	1/2/41—	Varies C. L. Miller Co., N. Y.
Local Sponsors Italian Swiss Colony Wine	Various	Fulton Lewis, Jr.	Mon.-Fri., 7:00-7:15 P.M.	Varies ..	10/17/38—	Varies ....
Local Sponsors Hawaii Brewing Co.	Various	Here's Morgan	Mon.-Fri., ...	Varies ..	11/3/41-1/30/42	Varies ....
Local Sponsors Interstate Bakeries	Various	Lone Ranger	Mon., Wed., Fri., 7:30-8:00 P.M.	Varies ..	1/18/37—	Varies ....
Local Sponsors Master Loan Co., Baltimore	Various	Letters to My Son	Sunday, 12:45-1:00 P.M.	Varies ..	7/12/42-10/4/42	Varies Adam F. Ebry Adv. Assoc.
Local Sponsors Southwest Tablet Mfg. Co.	Various	Shafter Parker & His Circus	Mon.-Fri., 5:15-5:30 P.M.	Varies ..	9/15/41-1/23/42	Varies Gandy Adv. Co., Dallas
Local Sponsors Wherry Furniture Co.	Various Furniture	The Shadow	Sunday, 5:30-6:00 P.M.	Varies ..	9/24/39-3/17/40 9/29/40-4/20/41 9/28/41-3/22/42 9/27/42—	Varies ....
Local Sponsors Forcheimer Flour Co., Inc.	Various	President's News Conference	Tuesday, 5:00-5:05 P.M. & Friday, 11:30-11:35 A.M.	Varies ..	2/24/42—	Varies ....
Local Sponsors O'Rorke Bakery	Various	Superman	Mon.-Fri., 5:30-5:45 P.M.	Varies ..	9/7/42—	Varies ....
Local Sponsors Andy Lotshaw & Co.	Various	Your Date with Don Norman	Mon.-Fri., 1:45-2:00 P.M.	Varies ..	3/30/42-8/21/42	Varies Arthur Meyerhoff & Co., Chicago

OUR WEEKLY DUTY — BUY WAR BONDS!

Advertisers Using Canadian Broadcasting Corp. Networks During 1942

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Campbell Soup Co., Toronto	Soup	Jeunesse Doree	Mon.-Fri., 12:00-12:15 P.M.	3	Apr. '41—	Cockfield, Brown & Co., Toronto
Carnation Co., Toronto	Milk	Le Quart d'Heure de Detente	Tues., Thurs., 10:30-10:45 A.M.; 10:45-11:00 A.M.	4	Oct. '41-Aug. '42 Sept. '42—	Baker Adv. Agency, Toronto
Carter Products, New York	Little Liver Pills	Inner Sanctum Mystery	Sunday, 8:30-9:00 P.M.	15	Jan. '42-June '42	Street & Finney, N. Y.
Carter Products, New York	Arrid	Jimmy Fidler	Monday, 7:00-7:15; 8:15-8:30 P.M. Sunday, 9:30-9:45 P.M.	15	Mar. '42-June '42 July '42-Aug. '42	Small & Seifer, N. Y.
Colgate-Palmolive-Peet Co., Toronto	Colgate Toothpaste & Tooth Powder, Palmolive Soap, Princess Soap Flakes	Happy Gang	Mon.-Fri., 1:15-1:45 P.M.	33	Jan. '42-June '42 Sept. '42-Dec. '42	Lord & Thomas of Canada, Toron
Colgate-Palmolive-Peet Co., Toronto	Cashmere Bouquet Products	Musical Beauty Box	Thursday, 9:00-9:30 P.M. 10:00-10:30 P.M.	33	Jan. '42-Feb. '42 Feb. '42-Apr. '42	Lord & Thomas of Canada, Toron
Colgate-Palmolive-Peet Co., Toronto	Cashmere Bouquet Products	Penny's Diary	Thursday, 8:05-8:30 P.M. Friday, 8:30-9:00 P.M.	33	Apr. '42-June '42 Sept. '42-Dec. '42	Lord & Thomas of Canada, Toron
Colgate-Palmolive-Peet Co., Toronto	Palmolive Shave Cream Cue Dentifrice	Share the Wealth	Saturday, 8:30-9:00 P.M.; 11:30-12:00 Mid	32	Jan. '42-June '42 Sept. '42-Dec. '42	Lord & Thomas of Canada, Toron
Colgate-Palmolive-Peet Co., Toronto	Cashmere Bouquet Products	La Mine d'Or	Tuesday, 9:00-9:30 P.M. Saturday, 8:30-9:00 P.M. Tuesday, 8:30-9:00 P.M.	4	Jan. '42-Feb. '42 Feb. '42-June '42 Oct. '42-Dec. '42	Lord & Thomas of Canada, Toron
Colgate-Palmolive-Peet Co., Toronto	Colgate Toothpaste Halo Shampoo	Les Joyeux Troubadours	Mon.-Fri., 11:30-12:00 Noon	5	Jan. '42-June '42 Sept. '42-Dec. '42	Lord & Thomas of Canada, Toron
Dominion of Canada, Dept. of Agriculture	Prairie Farm Assistance	Talks	10:45-11:00 P.M.	11	Various Dates	J. J. Gibbons Ltd., Regina
Dominion of Canada, Dept. of Finance, Ottawa	2nd Victory Loan	Mart Kenney	Monday, 10:00-10:30 P.M.	54	Feb. '42-Mar. '42	Adv. Agencies of Canada, Toronto
Dominion of Canada, Dept. of Finance, Ottawa	2nd Victory Loan	Dramatic Show	Wednesday, 10:00-10:30 P.M.	54	Feb. '42-Mar. '42	Adv. Agencies of Canada, Toronto
Dominion of Canada, Dept. of Finance, Ottawa	2nd Victory Loan	All Star Show	Friday, 10:00-11:00 P.M.	54	Feb. '42-Mar. '42	Adv. Agencies of Canada, Toronto
Dominion of Canada, Dept. of Finance, Ottawa	....	They Tell Me	Mon.-Fri., 1:45-2:00 P.M.	70	Aug. '42—	Adv. Agencies of Canada, Toronto
Dominion of Canada, Dept. of Finance, Ottawa	2nd Victory Loan	Mart Kenney	Monday, 8:00-8:30 P.M.	12	Feb. '42-Mar. '42	Adv. Agencies of Canada, Montreal
Dominion of Canada, Dept. of Finance, Ottawa	2nd Victory Loan	Dramatic Show	Wednesday, 9:30-10:00 P.M.	12	Feb. '42-Mar. '42	Adv. Agencies of Canada, Montreal
Dominion of Canada, Dept. of Finance, Ottawa	2nd Victory Loan	All Star Show	Friday, 8:00-9:00 P.M.	12	Feb. '42-Mar. '42	Adv. Agencies of Canada, Montreal
Dominion of Canada, Dept. of Finance, Ottawa	....	La Metairie Rancourt	Mon.-Fri., 11:15-11:30 A.M.	11	Aug. '42—	Adv. Agencies of Canada, Montreal
Dominion of Canada, Dept. of Finance, Ottawa	3rd Victory Loan	All Star Show	Wednesday, 9:00-10:00 P.M.	54	Oct. '42-Nov. '42	Adv. Agencies of Canada, Toronto
Dominion of Canada, Dept. of Finance, Ottawa	....	Nazi Eyes on Canada	Sunday, 7:30-8:00 P.M.	52	Sept. '42—	Adv. Agencies of Canada, Toronto
Dominion of Canada, Dept. of Finance, Ottawa	....	Notre Canada	Friday, 8:00-8:30 P.M.	10	Sept. '42—	Adv. Agencies of Canada, Montreal
Dominion of Canada, Dept. of Finance, Ottawa	....	Varieties 1942	Monday, 8:00-8:30 P.M.	11	Oct. '42-Nov. '42	Adv. Agencies of Canada, Montreal
Dominion of Canada, Dept. of Munitions & Supply, Ottawa	....	Voices of Victory	Friday, 10:00-10:30 P.M.	52	Mar. '42-June '42	Adv. Agencies of Canada, Toronto
Dominion of Canada, Wartime Prices & Trade Board, Ottawa	....	Soldier's Wife	Mon.-Fri., 11:30-11:45 A.M.; 2:30-2:45 P.M.	46	May '42—	Adv. Agencies of Canada, Toronto
Dominion of Canada, Wartime Prices & Trade Board, Ottawa	....	Talk	Tuesday, 2:00-2:15 P.M.	9	May 26, '42	Adv. Agencies of Canada, Montreal
Dominion of Canada, Wartime Prices & Trade Board, Ottawa	....	Le Courrier du Jour	Mon.-Fri., 10:15-10:30 A.M.	9	Aug. '42—	Adv. Agencies of Canada, Montreal
General Foods, Toronto	Jell-O	Jack Benny	Sunday, 7:00-7:30 P.M.	27	Jan. '42-May '42	Baker Agency, Toronto
General Foods, Toronto	Grape-Nuts Flakes, Bakers Cocoa	Jack Benny	Sunday, 7:00-7:30 P.M.	27	Oct. '42-Dec. '42	Baker Agency, Toronto
General Foods, Toronto	Jell-O and Jell-O Pudding	Le Cure de Village	Thursday, 8:00-8:30 P.M.	4	Jan. '42-May '42	Baker Agency, Toronto
General Foods, Toronto	Grape-Nuts Flakes, Bakers Cocoa	Aldrich Family	Thursday, 8:30-9:00 P.M.	28	Jan. '42-Sept. '42	Baker Agency, Toronto
General Foods, Toronto	Post Bran Flakes, Postum	Aldrich Family	Thursday, 8:30-9:00 P.M.	28	Sept. '42-Dec. '42	Baker Agency, Toronto
General Motors Products of Canada, Ottawa	General Motors Products	Cheers from the Camps	Tuesday, 9:30-10:30 P.M.	24	June '42-Sept. '42	MacLaren Adv. Co., Toronto
Gillette Safety Razor Co. of Canada, Montreal	Razors and Blades	Boxing Bouts	10:00 P.M. to Conclusion	26	Various Dates	Maxon Inc., N. Y.
Gillette Safety Razor Co. of Canada, Montreal	Razors and Blades	World Series	2:15 P.M. to Conclusion	46	Sept. 30, Oct, 1, 3, 4, 5, '42	Maxon Inc., N. Y.
L. O. Grothe, Montreal	Boston Tobacco	Tommy Duchesne	Tues., Thurs., 7:15-7:30 P.M.	5	Sept. '41-May '42	Canadian Adv. Agency, Montreal
L. O. Grothe, Montreal	Boston Tobacco	Variety Ensemble	Tues., & Thurs., 7:45-8:00 P.M.	5	Sept. '42—	Canadian Adv. Agency, Montreal
Hudson's Bay Co., Winnipeg	Raw Fur Buying	Red River Barn Dance	Saturday, 11:30-12:00 Mid 11:00-11:30 P.M.	11 15	Nov. '41-May '42 Oct. '42—	Cockfield, Brown & Co., Winnipeg
Imperial Oil, Toronto	Imperial Oil Products	NHL Hockey	Saturday, 9:00-10:30 P.M.	50	Nov. '41-Apr. '42 Oct. '42—	MacLaren Adv. Co., Toronto
International Silver Co., Hamilton	Silverware	Silver Theatre	Sunday, 6:00-6:30 P.M.	32	Oct. '41-Mar. '42	Young & Rubicam, Toronto

(Continued on Page 194)

54 Programmes

sponsored by

26 National Advertisers

are now heard in Canada over

CBC NETWORKS

SIX YEARS have passed since the inception of the Canadian Broadcasting Corporation . . . six years of progress and accomplishment . . . of steady expansion in programmes and facilities.

Through the networks of the CBC, Canadian listeners from coast to coast enjoy an exceptional broadcast service, made up of the *best* in radio entertainment . . . from Canada . . . Great Britain . . . and from the United States. Month by month, CBC service continues to expand . . . with *more* programmes . . . *better programmes* . . . programmes of widening interest and increasing variety.

This service has been a major factor in building the prestige and popularity of all CBC network stations and their loyal listening audience. In Canada, network programme ratings are unusually high . . . a fact well known to the many advertisers whose top flight commercial programmes are heard over CBC stations and networks.

Today, 26 of these prominent advertisers use CBC networks regularly. Ranking high in popularity . . . occupying an important place in CBC network schedules . . . their 54 programmes are convincing evidence of the effectiveness of network radio in Canada.

Through its national network, CBC programmes are available to 93.67% of Canada's radio homes.

CBC English Network Programmes

(As at January 1st, 1943)

- Colgate-Palmolive-Peet Co., Limited
  - Happy Gang
  - Penny's Diary
  - Share The Wealth
- Department of Finance
  - They Tell Me
  - War Finance Programme
- General Foods, Limited
  - Jack Benny
  - Aldrich Family
- Gillette Safety Razor Co. of Canada, Limited
  - Championship Fights
- Hudson's Bay Company
  - Red River Barn Dance
- Imperial Oil, Limited
  - N. H. L. Hockey Broadcasts
- S. C. Johnson & Son, Limited
  - Fibber McGee and Molly
- Kraft Cheese, Limited
  - Kraft Music Hall
- Lamont Corliss & Company
  - John & Judy
- Lever Bros., Limited
  - Big Sister
  - Lucy Linton's Stories from Life
  - Lux Radio Theatre
- Thos. J. Lipton, Limited
  - Lipton Tea Musicale
- McColl-Frontenac Oil Co., Limited
  - Fred Allen
  - Metropolitan Opera
- Maple Leaf Milling Co., Limited
  - Good Luck Show
- Procter & Gamble Company
  - Life Can Be Beautiful
  - Ma Perkins
  - Mary Marlin
  - Pepper Young's Family
- Procter & Gamble Company (Cont'd)
  - Snow Village
  - Road of Life
- RCA Victor Company, Limited
  - The Voice of Victor
- St. Lawrence Starch Co., Limited
  - N. H. L. Hockey Interviews
- Standard Brands, Limited
  - Chase & Sanborn Programme
- Sterling Drugs, Limited
  - Album of Familiar Music
  - Canadian Theatre of the Air
  - Waltz Time
- Tuckett, Limited
  - Alan Young Variety Programme
- Wartime Prices and Trade Board
  - Soldier's Wife
- Wm. Wrigley Jr. Co., Limited
  - Treasure Trail

CBC French Network Programmes

(As at January 1st, 1943)

- Campbell Soup Co., Limited
  - Jeunesse Dorée
- Carnation Co., Limited
  - Le Quart d'Heure de Détente
- Colgate-Palmolive-Peet Co., Limited
  - La Mine d'Or
  - Les Joyeux Troubadors
- Department of Finance
  - La Métairie Rancourt
  - Notre Canada
- L. O. Grothé, Limited
  - Mélodies Masquées
- Imperial Oil, Limited
  - N. H. L. Hockey Broadcasts
- S. C. Johnson & Son, Limited
  - Pierre Guérin
- Lever Bros., Limited
  - Grande Soeur
  - Tante Lucie
- McColl-Frontenac Oil Co., Limited
  - Metropolitan Opera
- Mirielle, Inc.
  - Pour Votre Beauté
- Procter & Gamble Company
  - La Rue Principale
  - La Vie Commence Demain
  - Quelles Nouvelles
  - Vie de Famille
- Radio Monde
  - Moulin de la Chanson
- Sterling Drugs, Limited
  - Album of Familiar Music
  - Les Secrets du Dr. Morhanges
  - Waltz Time
- Wartime Prices and Trade Board
  - Le Courrier du Jour

CANADIAN BROADCASTING CORPORATION

55 York St., Toronto • COMMERCIAL DEPARTMENT • 1231 St. Catherine St. W., Montreal

Advertisers Using Canadian Broadcasting Corp. Networks During 1942

[Continued from Page 192]

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
S. C. Johnson & Son, Brantford	Johnson's Wax, Glo-Coat, Car-Nu	Fibber McGee and Molly	Tuesday, 9:30-10:00 P.M.	32	Jan. '42-June '42 Sept. '42—	Needham, Louis & Brorby, Chica
S. C. Johnson & Son, Brantford	Johnson's Wax, Glo-Coat, Car-Nu	John Nesbitt and Meredith Willson	Tuesday, 9:30-10:00 P.M.	32	June '42-Sept. '42	Needham, Louis & Brorby, Chica
S. C. Johnson & Son, Brantford	Johnson's Wax, Glo-Coat, Car-Nu	Le Vieux Maitre d'Ecole	Mon., Wed., Fri., 10:45-11:00 A.M.	3	Jan. '42-Dec. '42	Vickers & Benson, Montreal
Kraft Cheese Co., Montreal	Kraft Products	Kraft Music Hall	Thursday, 9:00-10:00 P.M.	28	Jan. '42-Dec. '42	J. Walter Thompson Co., Montreal
Lamont Corliss Co., Toronto	Ponds Cosmetics	John and Judy	Tuesday, 9:00-9:30 P.M.	28	Jan. '42-June '42 Sept. '42-Dec. '42	J. Walter Thompson Co., Toronto
Lever Brothers, Toronto	Rinso	Big Sister	Mon.-Fri., 12:15-12:30 P.M.	32	Jan. '42-Dec. '42	Ruthrauff & Ryan, N. Y.
Lever Brothers, Toronto	Sunlight Soap	Lucy Linton's Stories from Life	Mon.-Fri., 11:45-12:00 Noon; 12:30-12:45 P.M.	33	Jan. '42-Dec. '42	Ruthrauff & Ryan, N. Y.
Lever Brothers, Toronto	Lux Soap and Flakes	Lux Radio Theatre	Monday, 9:00-10:00 P.M.	30	Jan. '42-July '42 Sept. '42-Dec. '42	J. Walter Thompson Co., Toronto
Lever Brothers, Toronto	Lux Soap and Flakes	Story of Dr. Susan	Mon.-Fri., 11:30-11:45 A.M.; 2:30-2:45 P.M.	33	Jan. '42-May '42	J. Walter Thompson Co., Toronto
Lever Brothers, Toronto	Rinso	Big Town	Wednesday, 9:00-9:30 P.M.; 12:00-12:30 A.M.	32	Jan. 6-21, '42	Ruthrauff & Ryan, N. Y.
Lever Brothers, Toronto	Rinso	Grande Soeur	Mon.-Fri., 11:00-11:15 A.M.	6	Jan. '42-Dec. '42	Ruthrauff & Ryan, N. Y.
Lever Brothers, Toronto	Sunlight Soap	Vers le Soleil Avec Tante Lucie	Mon.-Fri., 1:30-1:45 P.M.	6	Jan. '42-Dec. '42	Ruthrauff & Ryan, N. Y.
Lever Brothers, Toronto	Rinso	Lionel Parent Chante	Mon.-Fri., 6:30-6:45 P.M.	4	Jan. '42-Sept. '42	Ruthrauff & Ryan, N. Y.
Lever Brothers, Toronto	Lux Soap and Flakes	C'Est la Vie	Mon.-Fri., 10:45-11:00 A.M.	6	Jan. '42-June '42	J. Walter Thompson Co., Toronto
Thos. J. Lipton, Toronto	Tea and Soup	Tea Musicale	Sunday, 6:00-6:30 P.M.	34	Jan. '42-Mar. '42 Oct. '42-Dec. '42	Vickers & Benson, Toronto
Maple Leaf Milling Co., Toronto	Tea Bisk, Red River Cereal, Special Cake Flour	Good Luck	Mon., Wed., Fri., 7:00-7:15 P.M.	32	Oct. '42—	Cockfield, Brown & Co., Toronto
McColl-Frontenac Oil Co., Toronto	McColl-Frontenac Products	Fred Allen	Sunday, 9:00-10:00 P.M.; 9:30-10:00 P.M.	13 14	Mar. '42-June '42 Oct. '42—	Ronalds Adv. Agency, Montreal
McColl-Frontenac Oil Co., Toronto	McColl-Frontenac Products	Metropolitan Opera	Saturday, 2:00-5:00 P.M.	35	Nov. '42—	Ronalds Adv. Agency, Montreal
Mireille Inc., Montreal	Beauty Products	Pour Votre Beaute	Mon., Wed., Fri., 10:00-10:15 A.M.	6	Sept. '42—	No Agency
Procter & Gamble Co., Toronto	Ivory Snow and Crisco	Mary Marlin	Mon.-Fri., 2:00-2:15 P.M.; 3:00-3:15 P.M.	26 27	Jan. '42-June '42 July '42-Dec. '42	Benton & Bowles, N. Y.
Procter & Gamble Co., Toronto	Oxydol	Ma Perkins	Mon.-Fri., 3:15-3:30 P.M.	27	Jan. '42-Dec. '42	Blackett-Sample-Hummert, Chicago
Procter & Gamble Co., Toronto	Camay and Chipso	Pepper Young's Family	Mon.-Fri., 3:30-3:45 P.M.	27	Jan. '42-Dec. '42	Pedlar & Ryan, N. Y.
Procter & Gamble Co., Toronto	P & G Soap	Right to Happiness	Mon.-Fri., 2:15-2:30 P.M.; 4:00-4:15 P.M.	18 19	Jan. '42-June '42 July '42-Dec. '42	Compton Adv., N. Y.
Procter & Gamble Co., Toronto	Chipso	Road of Life	Mon.-Fri., 3:45-4:00 P.M.	27	Jan. '42-June '42	Pedlar & Ryan, N. Y.
Procter & Gamble Co., Toronto	Oxydol and Ivory Bar	Road of Life	Mon.-Fri., 10:45-11:00 A.M.; 11:00-11:15 A.M.	28	July '42-Dec. '42	Blackett-Sample-Hummert, Chicago
Procter & Gamble Co., Toronto	Oxydol	Woman in White	Mon.-Fri., 12:30-12:45 P.M.	24	Jan. '42-Feb. '42	Blackett-Sample-Hummert, Chicago
Procter & Gamble Co., Toronto	Oxydol and Ivory Bar	The Bartons	Mon.-Fri., 10:45-11:00 A.M.	26	Feb. '42-June '42	Blackett-Sample-Hummert, Chicago
Procter & Gamble Co., Toronto	Ivory Bar	Against the Storm	Mon.-Fri., 3:00-3:15 P.M.	27	Jan. 1-16, '42	Compton Adv., N. Y.
Procter & Gamble Co., Toronto	Ivory Bar	Life Can Be Beautiful	Mon.-Fri., 3:00-3:15 P.M.; 3:45-4:00 P.M.	25 15	Jan. '42-June '42 July '42-Dec. '42	Compton Adv., N. Y.
Procter & Gamble Co., Toronto	Barsalou	Quelles Nouvelles	Mon.-Fri., 12:15-12:30 P.M.	4	Jan. '42-Dec. '42	Compton Adv., N. Y.
Procter & Gamble Co., Toronto	Chipso	Vie de Famille	Mon.-Fri., 10:00-10:15 A.M.; 11:45-12:00 Noon; 10:30-10:45 A.M.	4	Jan. '42-June '42 July '42-Aug. '42 Sept. '42-Dec. '42	Pedlar & Ryan, N. Y.
Procter & Gamble Co., Toronto	Oxydol	La Rue Principale	Mon.-Fri., 1:00-1:15 P.M.	4	Jan. '42-Dec. '42	Blackett-Sample-Hummert, Chicago
Procter & Gamble Co., Toronto	Ivory	La Pension Velder	Mon.-Fri., 7:00-7:15 P.M.	4	Jan. '42-Sept. '42	Compton Adv., N. Y.
Procter & Gamble Co., Toronto	Ivory	La Vie Commence Demain	Mon.-Fri., 7:15-7:30 P.M.	4	Sept. '42-Dec. '42	Compton Adv., N. Y.
Royal Canadian Air Force	Recruiting Campaign	Freres d'Equipage	Sunday, 9:00-9:30 P.M.	10	Sept. '42—	Canadian Adv. Agency, Montreal
RCA Victor Co., Montreal	....	Voice of Victor	Thursday, 8:05-8:30 P.M.	31	Oct. '42—	Lord & Thomas of Canada, Toronto
St. Lawrence Starch Co., Port Credit	Beehive Corn Syrup, Durham Corn Starch	Wes McKnight	Saturday, 7:15-7:30 P.M.; 7:00-7:15 P.M.	39	Jan. '42-Apr. '42 Oct. '42—	McConnell, Eastman & Co., Toronto
Standard Brands, Montreal	Chase & Sanborn Coffee	Chase & Sanborn Program	Sunday, 8:00-8:30 P.M.	35	Jan. '42-June '42 Sept. '42-Dec. '42	J. Walter Thompson Co., Montreal
Sterling Drugs, Windsor	Bayer Aspirin	Album of Familiar Music	Sunday, 9:30-10:00 P.M.	35	Jan. '42-Dec. '42	Blackett-Sample-Hummert, N. Y.
Sterling Drugs, Windsor	Phillips Milk of Magnesia Products	Waltz Time	Friday, 9:00-9:30 P.M.	36	Jan. '42-Dec. '42	Blackett-Sample-Hummert, N. Y.
Sterling Drugs, Windsor	Ironized Yeast, Molle Shave Cream	Canadian Theatre of the Air	Friday, 9:30-10:00 P.M.	32	Jan . '42-Dec. '42	Ruthrauff & Ryan, N. Y.
Sterling Drugs, Windsor	Ironized Yeast	Les Secrets du Dr. Morhanges	Tuesday, 8:00-8:30 P.M.	6	Jan. '42-Dec. '42	Ruthrauff & Ryan, N. Y.
Tucketts, Hamilton	Buckingham Cigarettes	Blended Rhythm	Tuesday, 8:30-9:00 P.M.	41	Jan. '42-June '42 Sept. '42-Dec. '42	MacLaren Adv. Co., Toronto
Wm. Wrigley Jr. Co., Toronto	Chewing Gum	Treasure Trail	Tuesday, 10:15-10:45 P.M.	9	Jan. '42-Dec. '42	Tandy Adv. Agency, Toronto
J. B. Williams Co., Montreal	Shaving Cream	True or False	Monday, 8:30-9:00 P.M.	16	Jan. '42-June '42	J. Walter Thompson Co., Montreal

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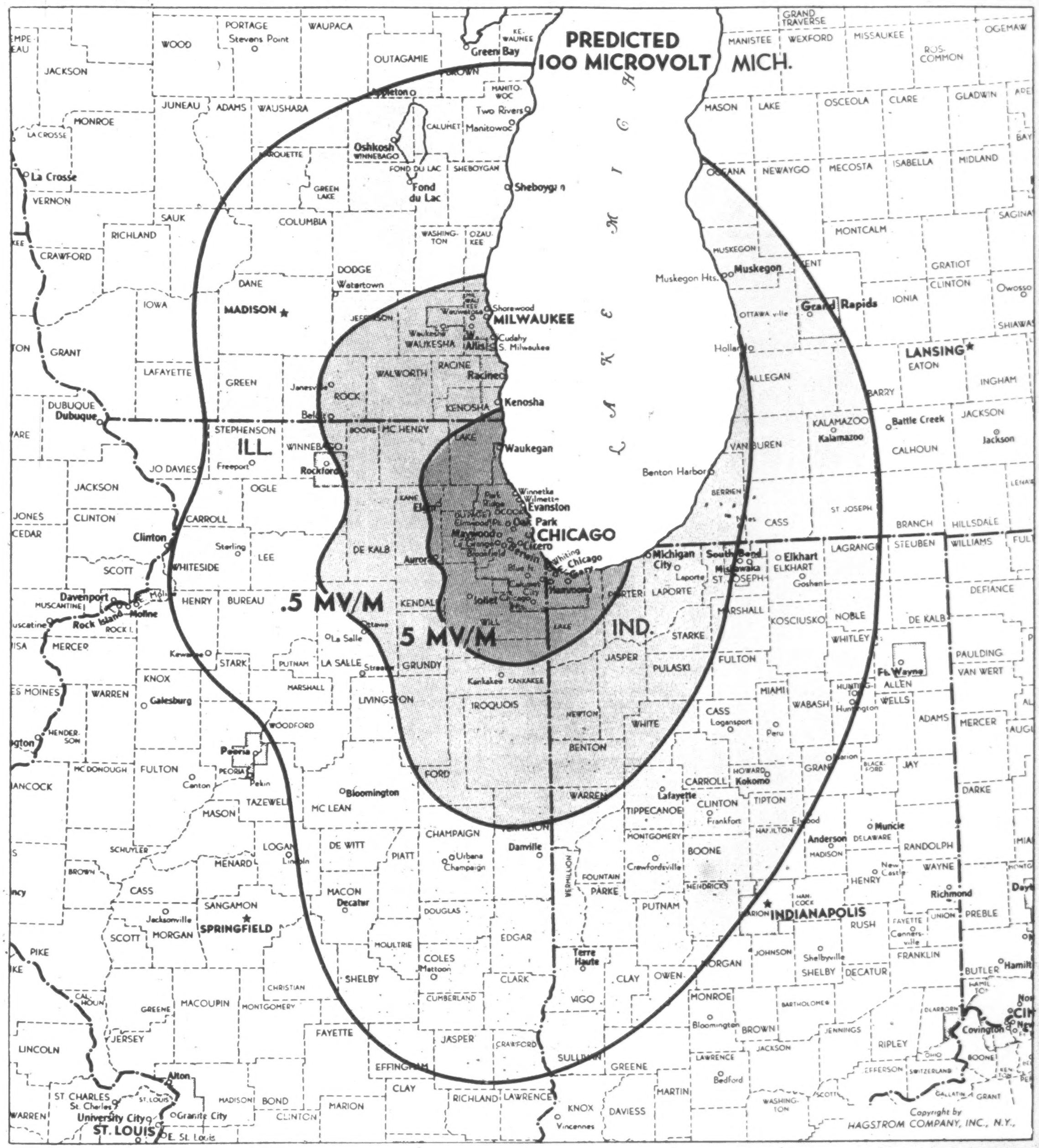
Based on Field Intensity Measurements by Edwards & Martin

	PRIMARY (5 MV Area)	SECONDARY (0.5 MV Area)	PREDICTED (0.1 MV Area)
POPULATION — 1940 Census	4,706,614	1,885,079	3,167,534
RETAIL SALES—1940 Census	$1,949,181,000	$707,109,000	$1,027,057,000
RADIO HOMES— 1940—N.A.B.	1,241,073	487,422	805,832

WCFL Broadcasts N. B. C. and BLUE Network Programs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5 MV/M
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NOV. 1942

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GOLDEN WEST NETWORK—Comprising KFBK, Sacramento, key station; KSFO. San Francisco; KWG, Stockton; KMJ, Fresno; KERN, Bakersfield; KMPC, Los Angeles; KFSD, San Diego; KFOX, Long Beach; KTMS. Santa Barbara; KXO, El Centro; KPRO, Riverside; KOH, Reno. Manager: David H. Sandeberg. Represented nationally by Paul H. Raymer Co.

INTERMOUNTAIN NETWORK—Operating as a regular network and also as a segment of MBS. Comprises KLO, Ogden-Salt Lake City; KOVO, Provo; KUEB, Price, all in Utah. General Manager: George C. Hatch, KLO. Sales Manager: Louis Haller, KLO. Reperesented nationally by Joseph Hershey McGillvra.

KANSAS STATE NETWORK—Regional network comprising WHB, Kansas City; KTSW, Emporia; KGVB, Great Bend; KSAL, Salina; KFBI, Wichita. Also a unit of MBS. Officials: Donald D. Davis, WHB, sales manager; John T. Schilling, program coordinator. Headquarters: WHB, Scarritt Bldg., Kansas City.

LONE STAR CHAIN—Texas regional network comprising KGKO, Fort Worth-Dallas; KGNC, Amarillo; KGRV, Weslaco; KTSA, San Antonio; KXYZ, Houston; KRIS, Corpus Christi. Headquarters: Medical Arts Bldg., Fort Worth. Operating Committee: Harold Hough, KGKO, chairman; Tilford Jones, KXYZ-KRIS; O. L. Taylor, KTSA-KGNC-KRGV. Managing Director: James W. Pate.

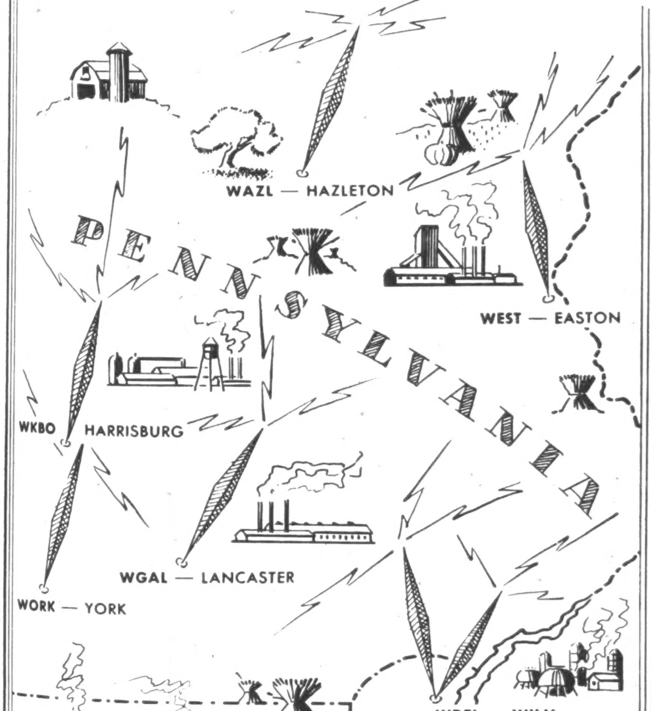
MARYLAND COVERAGE NETWORK — Comprising WFBR, Baltimore; WJEJ, Hagerstown; WBOC, Salisbury. Headquarters: WFBR. Represented nationally by John Blair & Co.

MASON-DIXON RADIO GROUP—Regional network comprising WDEL and WILM, Wilmington, Del.; WORK, York, Pa.; WGAL, Lancaster, Pa.; WAZL, Hazleton, Pa.; WEST, Easton, Pa.; WKBO, Harrisburg, Pa. Represented nationally by Paul H. Raymer Co. Headquarters: WGAL, Lancaster. General Manager: Clair R. McCollough.

MICHIGAN RADIO NETWORK—Comprising WXYZ, Detroit (key station); WBCM, Bay City; WFDF, Flint; WJIM, Lansing; WIBM, Jackson; WELL, Battle Creek; WOOD-WASH, Grand Rapids. Available as a regional network and also sold as a unit of Blue Network. Headquarters: Stroh Bldg., Detroit. Executives: George W. Trendle, president; H. Allen Campbell, general manager and secretary; James G. Riddell, assistant commercial manager; Lambert B. Beeuwkes, advertising, sales promotion and publicity director; Irene Donnelly, traffic manager. Represented nationally by Paul H. Raymer Co.

(Continued on page 202)

Mason · Dixon Radio Group



7 Stations Covering One of Today's Greatest Sales-Producing Areas

This group of stations offers advertisers rich sales opportunities. The markets covered are diversified — industrial and agricultural — now booming with activity. For information write main office or national representative.

WDEL Wilmington, Del.
WORK York, Penna.
WGAL Lancaster, Penna.
WKBO Harrisburg, Penna.
WAZL Hazleton, Penna.
WEST Easton, Penna.
WILM Wilmington, Del.

Main Offices: *8 West King Street, Lancaster, Pennsylvania*

National Representative — PAUL H. RAYMER CO.

NEW YORK — CHICAGO — SAN FRANCISCO — LOS ANGELES

(Continued from page 201)

NEW ENGLAND REGIONAL NETWORK—Special regional network of NBC-affiliated stations, comprising WTIC, Hartford; WBZ, Boston; WJAR, Providence; WCSH, Portland; WLBZ, Bangor. Supplementary stations: WFEA, Manchester, N. H.; WRDO, Augusta, Me. Available with WEAF or WJZ, New York, by special arrangement. Directors: Paul W. Morency, WTIC, chairman; Lee B. Wailes, Westinghouse Radio Stations; John J. Boyle, WJAR; William E. Rines, WCSH; Thompson Guernsey, WLBZ. Operations Director: Paul W. Morency. Represented nationally by Weed & Co.

NORTH CENTRAL BROADCASTING SYSTEM, Inc.—A regional network comprising WLOL, Minneapolis-St. Paul; WDSM, Superior, Wis.; KATE, Albert Lea, Minn.; KWNO, Winona, Minn.; KVOX, Moorhead, Minn.; KGDE, Fergus Falls, Minn.; KWLM, Willmar, Minn.; KDLR, Devils Lake, N. D.; KSJB, Jamestown, N. D.; KGCU, Mandan, N. D.; KLPM, Minot, N. D.; KABR, Aberdeen, S. D.; KVFD, Fort Dodge, Ia.; WATW, Ashland, Wis.; WJMS, Ironwood, Mich.; KILO, Grand Forks, N. D.; WEAU, Eau Claire, Wis.; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn. Outlets in other regional cities available on order. Headquarters: Commodore Hotel, St. Paul. Officers: John W. Boler, president, secretary and general manager; Howard S. Johnson, vice-president; David C. Shepard, treasurer; William L. Wallace, general sales and promotion manager; Donn Clayton, production manager.

NORTHWEST NETWORK—Comprising KSTP, St. Paul; KROC, Rochester, Minn.; KYSM, Mankato, Minn.; KFAM, St. Cloud, Minn.; WEAU, Eau Claire, Wis.; WDAY, Fargo, N. D.; KFYR, Bismarck, N. D.; WEBC, Duluth, Minn. Available as a regional network or as a unit of NBC Red and Blue networks. Headquarters: KTSP, St. Paul Hotel, St. Paul. Sales Office: KSTP, Hotel Raddison, Minneapolis. Officials: Stanley E. Hubbard, general manager; Kenneth M. Hance, treasurer; Ray C. Jenkins, sales manager.

OKLAHOMA NETWORK Inc.—Comprising KTOK, Oklahoma City; KOME, Tulsa; KCRC, Enid; KBIX, Muskogee; KGFF, Shawnee; KADA, Ada; KVSO, Ardmore; all stations affiliated with Blue Network. Available as a regional network. Headquarters: Ramsey Tower, Oklahoma City. Managing Director: Robert D. Enoch, KTOK. Officers: Robert D. Enoch, president; Tams Bixby Jr., vice-president; Milton B. Garber, secretary-treasurer. Represented nationally by Radio Advertising Corp.

PACIFIC BROADCASTING Co.—Affiliated with Don Lee Broadcasting System. *Washington Outlets:* KOL, Seattle; KMO, Tacoma; KXRO, Aberdeen; KFIO, Spokane; KELA, Centralia; KRKO, Everett; KGY, Olympia; KIT, Yakima; KWLK, Longview. *Oregon Outlets:* KORE, Eugene; KOOS, Marshfield; KALE, Portland; KRNR, Roseburg; KFJI, Klamath Falls; KAST, Astoria; KWIL, Albany. Represented nationally by John Blair & Co. General Manager: Carl E. Haymond, KMO, Tacoma.

QUAKER NETWORK—Pennsylvania regional hookup comprising WFIL, Philadelphia; WRAW, Reading; WSAN, Allentown; WEST, Easton; WORK, York; WAZL, Hazelton; WGAL, Lancaster; WGBI, Scranton; WBRE, Wilkes-Barre; WKBO, Harrisburg; WKOK, Sunbury; WRAK, Williamsport; WFBG, Altoona; WJAC, Johnstown; WLEU, Erie; WWSW, Pittsburgh; WSNJ, Bridgeton, N. J. Operates as network or split as desired. Other cities available on order. Headquarters: WFIL, Philadelphia. General Manager: Roger W. Clipp.

SOUTH CENTRAL QUALITY NETWORK—Regional network comprising WMC, Memphis; KARK, Little Rock; KWKH-KTBS, Shreveport; WJDX, Jackson, Miss.; WSMB, New Orleans. Special hookup of any or all available at combined national rates of each station, plus line charges. Headquarters, each station.

SOUTHERN MINNESOTA NETWORK—Regional network comprising KROC, Rochester; KYSM, Mankato; KATE, Albert Lea. Headquarters: Any station. Manager: John Meager, KROC. Represented nationally by The Foreman Co.

SOUTHERN NETWORK—Comprising WKRC, Cincinnati; WSIX, Nashville; WLAP, Lexington, Ky.; WCMI, Ashland, Ky.; WGRC, New Albany-Louisville. Available as hookup and as units of Mutual Broadcasting System in combinations stated on rate card available on request from any station.

TEXAS QUALITY NETWORK—Comprising WFAA, Dallas; WBAP, Fort Worth; WOAI, San Antonio; KPRC, Houston. Available as a cooperative regional network. Represented nationally by Edward Petry & Co. Headquarters: Any station, each acting as sales office. Directors: Martin Campbell, WFAA; Harold Hough, WBAP; Hugh A. L. Halff, WOAI; Kern Tips, KPRC.

TEXAS STATE NETWORK—Regional network comprising KFJZ, Fort Worth; WRR, Dallas; KABC, San Antonio; KBST, Big Spring; KGKL, San Angelo; KRBC, Abilene; KPLT, Paris; KRRV, Sherman; KCMC, Texarkana; WACO, Waco; KTEM, Temple; KNOW, Austin; KFYO, Lubbock; KFDA, Amarillo; KVWC, Vernon; KRLH, Midland. Ruth G. Roosevelt, president. Headquarters 1201 W. Lancaster, Fort Worth.

TOBACCO NETWORK—Regional network of North Carolina stations comprising WGTM, Wilson; WGTC, Greenville; WGBR, Goldsboro; WRAL, Raleigh; WFNC, Fayetteville. Executives: Allen Wannamaker, WGTM; Mrs. Peggy Laughinghouse, WGTC; Fred Fletcher, WRAL.

TRI-CITY STATIONS (Edward A. & Philip P. Allen)—Regional hookup of three Virginia stations: WSLS, Roanoke; WLVA, Lynchburg; WBTM, Danville. General Manager: Philip P. Allen. Executive Offices: WLVA, Lynchburg.

WEST VIRGINIA NETWORK—Comprising WCHS, Charleston; WBLK, Clarksburg; WPAR, Parkersburg; WSAZ, Huntington. Available as a regional network. Headquarters: WCHS, Charleston. Officials: John A. Kennedy, president; Howard L. Chernoff, managing director. Represented nationally by the Branham Co.

YANKEE NETWORK—Comprising WNAC, Boston; Mass.; WTHT, Hartford, Conn.; WEAN, Providence, R. I.; WATR, Waterbury, Conn.; WHYN, Holyoke-Springfield, Mass.; WAAB, Worcester, Mass.; WICC, Bridgeport, Conn.; WCSH, Portland, Me.; WLLH, Lowell-Lawrence, Mass.; WSAR, Fall River, Mass.; WLBZ, Bangor, Me.; WFEA, Manchester, N. H.; WNBH, New Bedford, Mass.; WBRK, Pittsfield, Mass.; WNLC, New London, Conn.; WLNH, Laconia, N. H.; WRDO, Augusta, Me.; WCOU, Lewiston, Me.; WHAI, Greenfield, Mass.; WEIM, Fitchburg, Mass.; WSYB, Rutland, Vt. Available also with WOR or WHN, New York City (special lines). Represented nationally by Edward Petry & Co. Headquarters: 21 Brookline Ave., Boston. Officers: John Shepard 3rd, chairman of board; William F. O'Neil, president; Lin Travers, executive vice-president; Robert T. Bart vice-president; William O'Neil, treasurer; Robert F. M assistant treasurer.

Z-BAR NETWORK—Comprising KGIR, Butte, Mont.; KPFA, Helena, Mont.; KRBM, Bozeman, Mont. Available as a hookup. Managing Director; Ed Craney, KGIR.

CANADIAN NETWORKS AND GROUPS

CANADIAN BROADCASTING CORP. OWNED STATIONS—*Owned:* CBA, Sackville, N. B.; CBV, Quebec; CBF, Montreal; CBO, Ottawa; CBL and CBY, Toronto; CBK, Watrous, Sask.; CBM, Montreal; CBR, Vancouver; CBJ, Chicoutimi, Que. All members of CBC network; all represented nationally by CBC commercial department, Toronto and Montreal.

FOOTHILLS GROUP — Comprising CFAC, Calgary; CJCA, Edmonton; CJOC, Lethbridge; CFGP, Grand Prairie—all in Alberta. Available as hookup only with Canadian Broadcasting Corp. permission. Represented in Canada by All-Canada Radio Facilities Ltd.; in United States by Weed & Co. Headquarters: Southam Bldg., Calgary. General Manager: H. R. Carson, Southam Bldg., Calgary.

HOUDE GROUP—Comprising CHNC, New Carlisle, Que.; CKNB, Campbellton, N. B. Available as network only with Canadian Broadcasting Corp. permission. Headquarters: Either station. President: Dr. Charles H. Houde, New Carlisle, Que.

MANITOBA TELEPHONE CO. OWNED STATIONS—Comprising CKY, Winnipeg; CKX, Brandon, Man. Available as network with Canadian Broadcasting Corp. permission only. Represented in Canada by H. N. Stovin; in the United States by Joseph Hershey McGillvra. Headquarters: Telephone Bldg., Winnipeg. General Manager: W. H. Backhouse, Telephone Bldg., Winnipeg.

NORTHERN BROADCASTING & PUBLISHING Ltd.—Operating CFCH, North Bay, Ont.; CJKL, Kirkland Lake, Ont.; CKGB, Timmins, Ont.; CKVD, Val d'Or, Que.; CKRN, Rouyn, Que.; CHEX, Petersborough, Ont.; CKWS, Kingston, Ont. Network available with Canadian Broadcasting Corp. permission. Represented in Canada by All-Canada Radio Facilities Ltd.; in the United States by Weed & Co. Headquarters: Thompson Bldg., Timmins, Ont.; for CHEX and CKWS, Victory Bldg., Toronto, Ont. President: W. R. Davies. General Manager: Jack Cooke.

NORTHERN QUEBEC BROADCASTING SYSTEM—Regional network comprising CKRN, Rouyn; CKVD, Val d'Or; CHAD, Amos. Affiliated with Northern Broadcasting & Publishing Co., Timmins, Ont. General Manager: Jean Legault.

TRANS-CANADA COMMUNICATIONS GROUP—Comprising CJRC, Winnipeg; CJRM and CKCK, Regina, Sask. Network available only with Canadian Broadcasting Corp. permission. Represented in Canada by All-Canada Radio Facilities Ltd.; in United States, CJRC and CKCK by Weed & Co., CJRM by Joseph Hershey McGillvra. Headquarters: Any station.

Keystone Broadcasting System Transcription Network: Officers and Affiliates

KEYSTONE BROADCASTING SYSTEM Inc.—Officers: Michael M. Sillerman, president; Arthur Wolf, vice-president; William Wolf, vice-president; Sidney J. Wolf, secretary-treasurer. New York Office—580 Fifth Ave.; telephone, Longacre 3-2221; general manager, Michael M. Sillerman. Chicago Office—134 No. LaSalle St.; telephone, State 4590; sales manager, Naylor Rogers. Hollywood Office—6331 Hollywood Blvd.; telephone, Hempstead 0460; program director, Pegot Waring.

DESCRIPTION OF SERVICE: Keystone Broadcasting System, is a transcription network principally covering secondary markets from coast to coast. Its affiliated stations are joined together in a national system by means of transcriptions, eliminating wire charges. At time of going to press, the network includes 204 affiliated stations. The network supplies its stations with 84 fully scripted sustaining shows per week, filling four hours per day, seven days per week, to a total of 28 hours per week. The System offers its facilities in blocks of time from one hour down to 15-minute periods, and also makes available spot periods of five minutes duration down to 25-word "chain breaks". The list of stations affiliated with Keystone as of Jan. 1, 1943, is as follows:

ALABAMA—WMSL, Decatur; WBHP, Huntsville; WJHO, Opelika; WJRD, Tuscaloosa.

ALASKA—KFQD, Anchorage.

ARIZONA—KWJB, Globe; KCRJ, Jerome.

ARKANSAS — KLCN, Blytheville; KFPA, Helena; KBTM, Jonesboro; KOTN, Pine Bluff.

COLORADO—KGIW, Alamosa; KIUP, Durango; KFXJ, Grand Junction; KOKO, La Junta.

FLORIDA—WFTM, Ft. Myers; WTMC, Ocala; WDLP, Panama City; WSPB, Sarasota; WTAL, Tallahassee.

GEORGIA—WGAU, Athens; WGAC, Augusta; WMOG, Brunswick; WGAA, Cedartown; WMJM, Cordele; WBLJ, Dalton; WGGA, Gainesville; WKEU, Griffin; WLAG, LaGrange; WMGA, Moultrie; WRLC, Toccoa; WGOV, Valdosta; WAYX, Waycross.

IDAHO—KID, Idaho Falls; KRLC, Lewiston; KWAL, Wallace.

ILLINOIS—WMRO, Aurora; WJBC, Bloomington; WSOY, Decatur; WEBQ, Harrisburg; WJPF, Herrin; WLDS, Jacksonville; WCLS, Joliet.

INDIANA—WTRC, Elkhart; WKMO, Kokomo; WLBC, Muncie; WKBV, Richmond; WAOV, Vincennes.

IOWA—KVFD, Fort Dodge; KBIZ, Ottumwa.

KANSAS—KVAK, Atchison; KGNO, Dodge City; KIUL, Garden City; KVGB, Great Bend.

KENTUCKY—WCMI, Ashland; WHLN, Harlan; WOMI, Owensboro.

MAINE—WAGM, Presque Isle.

MARYLAND—WFMD, Frederick.

MASSACHUSETTS—WOCB, West Yarmouth; WHAI, Greenfield; WESX, Marblehead.

MICHIGAN—WHDF, Calumet; WDBC, Escanaba; WJMS, Ironwood; WDMJ, Marquette; WHLS, Port Huron; WSAM, Saginaw; WTCM, Traverse City.

MINNESOTA—KFAM, St. Cloud; KWLM, Willmar; *KATE, Albert Lea; *KGDE, Fergus Falls; *KVOX, Moorhead; *KWNO, Winona.

MISSISSIPPI—WCBI, Columbus; WJPR, Greenville; WGRM, Greenwood; WGCM, Gulfport; WFOR, Hattiesburg; WAML, Laurel; WSKB, McComb; WMIS, Natchez; WQBC, Vicksburg.

MISSOURI—KHMO, Hannibal; KWOS, Jefferson City; KWOC, Poplar Bluff; KDRO, Sedalia.

MONTANA—KRJF, Miles City; KGCX, Sidney.

NEBRASKA—KORN, Fremont; KHAS, Hastings; KGFW, Kearney; KGNF, North Platte; KGKY, Scottsbluff.

NEW HAMPSHIRE—WLNH, Laconia.

NEW JERSEY—WSNJ, Bridgeton.

NEW MEXICO—KAVE, Carlsbad; KICA, Clovis; KWEW, Hobbs; KGFL, Roswell; KTNM, Tucumcari.

NEW YORK—WMBO, Auburn; WKNY, Kingston; WALL, Middletown; WSLB, Ogdensburg; WHDL, Olean; WMFF, Plattsburg; WNBZ, Saranac Lake; WFAS, White Plains.

NORTH CAROLINA—WBBB, Burlington; WCNC, Elizabeth City; WGNC, Gastonia; WGBR, Goldsboro; WHKY, Hickory; WMFR, High Point; WFTC, Kinston; WRAL, Raleigh; WCBT, Roanoke Rapids; WMFD, Wilmington; WGTM, Wilson.

NORTH DAKOTA—*KDLR, Devils Lake; KOVC, Valley City; *KILO, Grand Forks; *KSJB, Jamestown; *KGCU, Mandan; *KLPM, Minot.

OKLAHOMA—KVSO, Ardmore; KASA, Elk City; KHBG, Okmulgee; WBBZ, Ponca City; KSWO, Lawton.

OREGON—KAST, Astoria; KBND, Bend; KLBM, La Grande; KMED, Medford; KSLM, Salem; KODL, The Dalles.

PENNSYLVANIA—WCED, Du Bois; WMRF, Lewistown.

SOUTH CAROLINA—WOLS, Florence; WCRS, Greenwood; WFIG, Sumter.

SOUTH DAKOTA—KGFX, Pierre; KOBH, Rapid City; KWAT, Watertown.

TENNESSEE—WHUB, Cookeville.

TEXAS—KNEL, Brady; KEEW, Brownsville; KEYS, Corpus Christi; KAND, Corsicana; KDNT, Denton; KLUF, Galveston; KGBS, Harlingen; KSAM, Huntsville; KOCA, Kilgore; KPAB, Laredo; KFRO, Longview; KRBA, Lufkin; KRLH, Midland; KNET, Palestine; KPDN, Pampa; KIUN, Pecos; KTEM, Temple; KVWC, Vernon; KVIC, Victoria.

UTAH—KSUB, Cedar City; KVNU, Logan; KEUB, Price.

VERMONT—WSYB, Rutland; WWSR, St. Albans; WDEV, Waterbury.

VIRGINIA—WCHV, Charlottesville; WJMA, Covington; WFVA, Fredericksburg; WMVA, Martinsville; WPID, Petersburg; WLPM, Suffolk; WINC, Winchester.

WASHINGTON—KXRO, Aberdeen; KVOS, Bellingham; KELA, Centralia; KGY, Olympia; KEVR, Seattle; KTBI, Tacoma; KUJ, Walla Walla; KPQ, Wenatchee.

WEST VIRGINIA—WJLS, Beckley; WLOG, Logan; WDRW, Welch; WBTH, Williamson.

WISCONSIN—WHBY, Appleton; WATW, Ashland; WCLO, Janesville; WOMT, Manitowoc; WMAM, Marinette; WIGM, Medford; WIBU, Poynette; WRJN, Racine.

WYOMING—KDFN, Casper; KFBC, Cheyenne; KPOW, Powell; KVRS, Rock Springs; KWYO, Sheridan.

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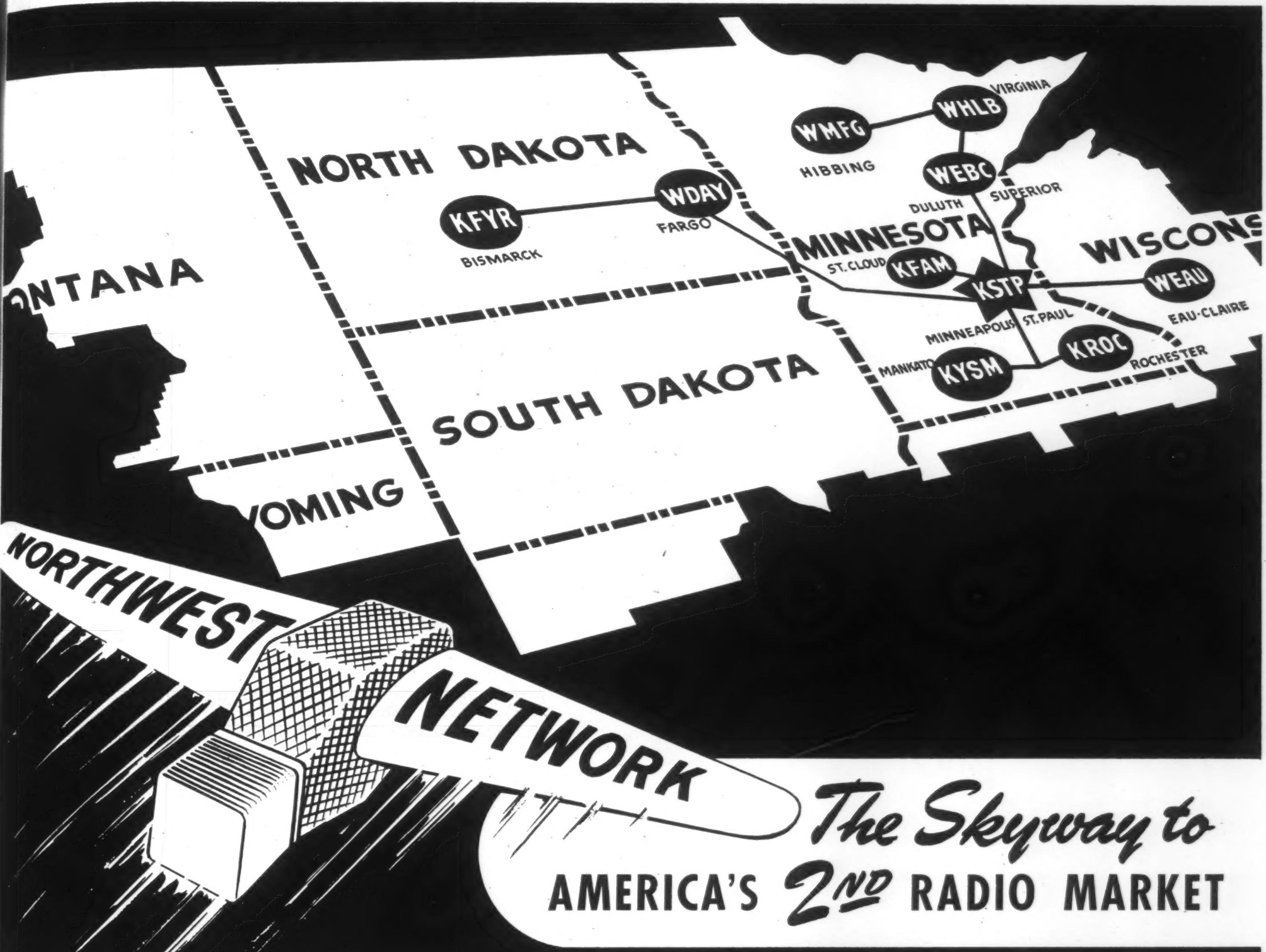
* North Central Broadcasting System—Available as a group.


NORTH DAKOTA
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MINNESOTA
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ONTANA
YOMING
KFYR
BISMARCK
WDAY
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WMFG
HIBBING
WHLB
VIRGINIA
WEBC
DULUTH
SUPERIOR
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NETWORK

The Skyway to
AMERICA'S 2ND RADIO MARKET

FOR TEST OR TESTED CAMPAIGNS! Here are ten *diversified* markets, combined, by a network of the leading station in each, into a single three-billion-dollar market — *America's 2nd largest for radio selling.*

And *sell* this market the Northwest Network *can!*

Only *network* coverage can do an "in-one" selling job on the 1,050,529 Radio Homes in this varied urban and rural market.

Only the *Northwest* Network — with its *audience-dominating* NBC and Blue stations — can do this selling job on the market's 5,375,000 buyers *effectively* and *economically.*

Take advantage of the Northwest Network to do *your* selling job in this important market. Use any combination of stations or the entire group to reach any part or all of the market *without* line charges or extra costs for network service.

NORTHWEST NETWORK

KSTP Minneapolis-Saint Paul • WEBC Duluth-Superior • WMFG Hibbing . WHLB Virginia • KROC Rochester
KYSM Mankato • KFAM Saint Cloud • WEAU Eau Claire • WDAY Fargo • KFYR Bismarck
Represented Nationally by Edward Petry & Co. • Executive Offices: Radisson Hotel, Minneapolis

Group Ownership of U. S. Broadcasting Stations

These groups are not necessarily available as networks but are listed to show ownership or operation of three or more stations by single entities.

BLUE NETWORK OWNED AND MANAGED STATIONS—WJZ, New York; WENR, Chicago; KGO, San Francisco. All affiliates of BLUE Network; all represented nationally by Blue Network Spot Sales.

H. J. BRENNAN STATIONS—WJAS and KQV, Pittsburgh; WHJB, Greensburg, Pa.

ARDE BULOVA STATIONS—WOV and WNEW, New York; WCOP and WORL, Boston; WPEN, Philadelphia; WNBC, Hartford (minority interest); WELI, New Haven (minority interest). Chief executive: Harold A. Lafount, 501 Madison Ave., New York.

BURRIDGE D. BUTLER STATIONS—WLS, Chicago; KOY, Phoenix, Ariz.; KTUC, Tucson, Ariz. (minority).

A. L. CHILTON STATIONS—KLRA and KGHI, Little Rock; KSKY, Dallas.

CLEVELAND PLAIN DEALER STATIONS—Includes WHK and WCLE, Cleveland; WHKC, Columbus; WKBN, Youngstown (minority interest).

CBS OWNED AND OPERATED STATIONS—*Owned:* WABC, New York; WJSV, Washington; WBT, Charlotte; KMOX, St. Louis; KNX, Los Angeles; WBBM, Chicago; WCCO, Minneapolis. All affiliates of CBS network; all represented nationally by Radio Sales Inc.

THE COWLES STATIONS (Including Iowa Broadcasting System)—Comprising KSO and KRNT, Des Moines; WMT, Cedar Rapids-Waterloo; WNAX, Yankton, S. D.-Sioux City, Ia. Available as a group. Represented nationally by the Katz Agency. Headquarters: Any station. Executive officers: Gardner Cowles Jr., president; Luther L. Hill, vice-president; John Cowles, vice-president; Sumner Quarton, vice-president; Craig Lawrence, vice-president, KSO-KRNT; Robert Dillon, commercial manager, KSO-KRNT; William Quarton, commercial manager, WMT; Phil Hoffman, general manager and vice-president, WNAX; Ted Enns, national sales manager.

E. B. CRANEY-T. J. SYMONS ESTATE STATIONS—KGIR, Butte; KXL, Portland, Ore.; KFPY, Spokane, Wash.; KFPA, Helena, Mont. (Craney only); KRBM, Bozeman, Mont. (Craney only).

DON LEE BROADCASTING SYSTEM—Owned and managed stations: KHJ, Los Angeles; KFRC, San Francisco; KGB, San Diego; KDB, Santa Barbara. General manager: Lewis Allen Weiss, KHJ.

GENE T. DYER STATIONS—WSBC, WAIT and WCBD, Chicago.

FORT INDUSTRY CO. STATIONS (George B. Storer-John H. Ryan)—WSPD, Toledo; WWVA, Wheeling, W. Va.; WMMN, Fairmont, W. Va.; WLOK, Lima, O.; WHIZ, Zanesville, O.; WAGA, Atlanta; KIRO, Seattle (minority). Headquarters: WSPD.

GENERAL TIRE & RUBBER CO. STATIONS (Formerly owned by The John Shepard interests)—WNAC, Boston; WAAB, Worcester; WEAN, Providence; WICC, Bridgeport, Conn. President: William F. O'Neil. Chairman of the Board: John Shepard 3rd. [See Yankee Network.]

GEORGIA BROADCASTING SYSTEM—Operates jointly owned WRBL, Columbus; WATL, Atlanta; WGPC, Albany. Available at joint rates. Headquarters: WRBL, Columbus. Officers: J. W. Woodruff, president; J. W. Woodruff Jr., vice-president, secretary and treasurer. Represented nationally by Spot Sales Inc.

GANNETT NEWSPAPERS STATIONS—WHEC, Rochester; WENY, Elmira, N. Y.; WHDL, Olean, N. Y.; WTHT, Hartford; WDAN, Danville, Ill.; WOKO and WABY, Albany, N. Y. (minority). All holdings through newspapers.

M. BERNARD HANKS-HOUSTON HARTE STATIONS—KRBC, Abilene, Tex.; KBST, Big Spring, Tex.; KPLT, Paris, Tex.; KGKL, San Angelo, Tex.; KRIS, Corpus Christi, Tex.

HEARST RADIO Inc.—Stations operated by Hearst interests but not linked as a network: WBAL, Baltimore; WINS, New York City; WISN, Milwaukee. Headquarters: 235 East 45th St., New York City. President: C. B. McCabe. General Manager: E. M. Stoer.

WILLIAM K. JENKINS-ARTHUR LUCAS STATIONS—WRDW, Augusta, Ga.; WMOG, Brunswick, Ga.; WLAG, LaGrange, Ga.; WSAV, Savannah, Ga.

JOHN A. KENNEDY STATIONS—WCHS, Charleston, W. Va.; WBLK, Clarksburg, W. Va.; WPAR, Parkersburg, W. Va.; WSAZ, Huntington, W. Va. (minority).

PIERCE E. LACKEY STATIONS—WPAD, Paducah, Ky.; WHOP, Hopkinsville, Ky.; WSON, Henderson, Ky.

LEE NEWSPAPER SYNDICATE STATIONS—KGLO, Mason City, Ia.; KOIL, Omaha; KFAB, Lincoln, Neb.; WIBA, Madison, Wis.; WKBH, La Crosse, Wis.; KHMO, Hannibal, Mo. (All station holdings through affiliated newspapers.)

CLARENCE & MARTIN LEICH STATIONS—WEOA and WGBF, Evansville, Ind.; WBOW, Terre Haute, Ind.

K. G. & GLENN MARSHALL STATIONS—WBRC, Birmingham, Ala.; WMBR, Jacksonville, Fla.; WFOY, St. Augustine, Fla.

McCLATCHY BROADCASTING CO. STATIONS—Stations controlled by McClatchy newspaper interests; KFBK, Sacramento; KMJ, Fresno; KWG, Stockton; KERN, Bakersfield; KOH, Reno, Nev. Headquarters: KFBK, Sacramento. President: Eleanor McClatchy. (See Golden West Network for network data.)

MORGAN MURPHY-WALTER C. BRIDGES STATIONS—WEBC, Duluth; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn.; WEAU, Eau Claire, Wis. Mr. Murphy also has an interest in KVOL, Lafayette, La.

NBC OWNED AND MANAGED STATIONS—*Owned:* WEAF, New York; WRC, Washington; WMAQ, Chicago; WTAM, Cleveland; KPO, San Francisco; KOA, Denver. All members of NBC network; all represented nationally by NBC Spot Sales.

NORFOLK NEWSPAPERS (*Norfolk Virginian-Pilot* and *Ledger-Dispatch*)—WTAR, Norfolk; WRNL, Richmond; WPID, Petersburg, Va.

J. LINDSEY & GILMORE NUNN STATIONS—WLAP, Lexington, Ky.; WCMI, Ashland, Ky.; KFDA, Amarillo, Tex.

OKLAHOMA PUBLISHING CO. STATIONS (E. K. Gaylord, Edgar T. Bell, et al)—WKY, Oklahoma City; KLZ, Denver; KVOR, Colorado Springs.

JOHN H. PERRY STATIONS—WCOA, Pensacola, Fla.; WJHP, Jacksonville, Fla.; WTMC, Ocala, Fla.; WDLP, Panama City, Fla.

PHOENIX REPUBLIC & GAZETTE STATIONS—KTAR, Phoenix, Ariz.; KVOA, Tucson, Ariz.; KYUM, Yuma, Ariz. (minority); KYCA, Prescott, Ariz. (minority).

GEORGE A. RICHARDS-LEO FITZPATRICK STATIONS—WJR, Detroit; WGAR, Cleveland; KMPC Beverley Hills, Cal. (Stock in WJR and WGAR publicly held.)

ADELINE B. RINES STATIONS—WCHS, Portland, Me.; WFEA, Manchester, N. H.; WRDO, Augusta, Me.

SCRIPPS-HOWARD GROUP — Scripps-Howard Radio Inc., is licensee of WCPO, Cincinnati, and WNOX, Knoxville. Memphis Publishing Co. is licensee of WMC, Memphis, operated separately. Memphis Broadcasting Co., wholly owned by Memphis Publishing Co., is licensee of WMPS, Memphis. Scripps-Howard Radio Inc. headquarters: 230 Park Ave., New York City. Officials: Jack R. Howard, 230 Park Ave., New York City, president; James C. Hanrahan, WMPS, executive vice-president; Richard B. Westergaard, WNOX, vice-president; Mortimer C. Watters, WCPO, vice-president.

TAYLOR-HOWE-SNOWDEN STATIONS — KGNC, Amarillo; KTSA, San Antonio; KFYO, Lubbock, Tex.; KRGV, Weslaco, Tex. Operating executive: O. L. Taylor, KGNC.

WESTINGHOUSE RADIO STATIONS Inc.—Operating WBZ, Boston; WBZA, Springfield, Mass.; KDKA, Pittsburgh; KYW, Philadelphia; WOWO and WGL, Fort Wayne, Ind. Also shortwave station WBOS, Boston. Also FM stations W67B, Boston; W75P, Pittsburgh; W49FW, Fort Wayne; W57PH, Philadelphia. Not operated as network but directly supervised by this subsidiary of Westinghouse Electric & Manufacturing Co. Represented nationally by NBC Spot Sales. Headquarters: 1619 Walnut St., Philadelphia. Officials: Walter C. Evans, vice-president; Lee Wailes, manager; W. E. Jackson, sales, advertising and publicity manager; Frank V. Webb, assistant advertising and sales promotion manager; Ted Kenney, technical manager; F. A. Logue, auditor; G. H. Hawkins, program supervisor.

HARRY C. WILDER STATIONS—WSYR, Syracuse, N. Y.; WTRY, Troy, N. Y.; WKNE, Keene, N. H.

Michigan's Most Powerful Independent Radio Station!

Situated in the center of Michigan's most populous area—the southeastern counties. Three million people in them—75,000 wrote to WCAR in 12 months!

"Flexibility in scheduling programs permits us to "tailor" them to the desires of the radio audience and the objectives of the advertisers; 1000 S-T-R-E-A-M-L-I-N-E-D watts on 1130 K.C. carries the message far and wide.

W-CAR

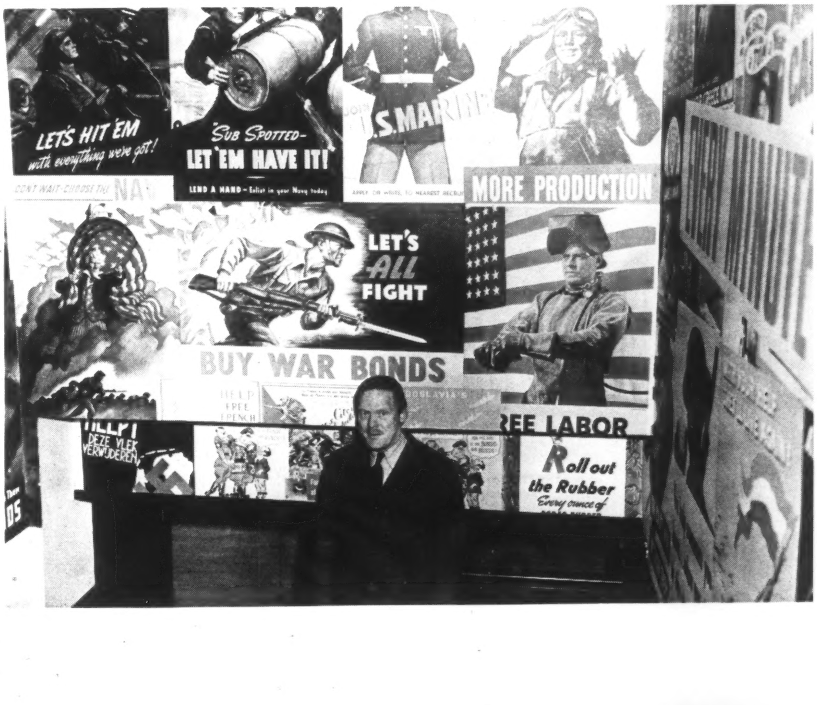
Pontiac, Michigan • 1000 Watts on 1130 Kilocycles

FROM KANSAS CITY . . . . A LETTER TO WHB ALUMNI IN THE ARMED SERVICES

"OUTSIDE MY DATE BOOK IT'S STILL THAT STATION."

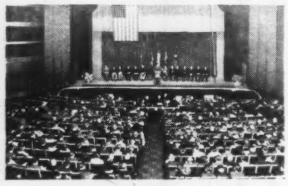
WHB
AT
WAR

WE THOUGHT you'd like to see a picture of the War Posters that have now supplanted the lush Petty girls who used to adorn our lobby . . . before Pearl Harbor. We have a big exhibit of these posters—U. S. A. and all the United Nations. The biggest one says "EVERY MINUTE COUNTS." And that's the way we feel about it, here at home. Radio has a big job to do "at war" . . . and WHB is enlisted for the duration.


LET'S HIT 'EM with everything we've got!
DON'T WAIT-CHOOSE THE NAVY
SUB SPOTTED-LET 'EM HAVE IT!
LEND A HAND-Enlist in your Navy today
U.S. MARINES
MORE PRODUCTION
LET'S ALL FIGHT
BUY WAR BONDS
HELP FREE FRENCH
HELP! DEZE VLEK VERWIJDEREN
FREE LABOR
Roll out the Rubber Every ounce of
EVERY MINUTE

JOHN T. SCHILLING, WHB vice-president and general manager, stands before "Let's All Fight" poster painted for the Treasury Department by his brother-in-law, F. E. Warren of New York.

WHB AT WAR



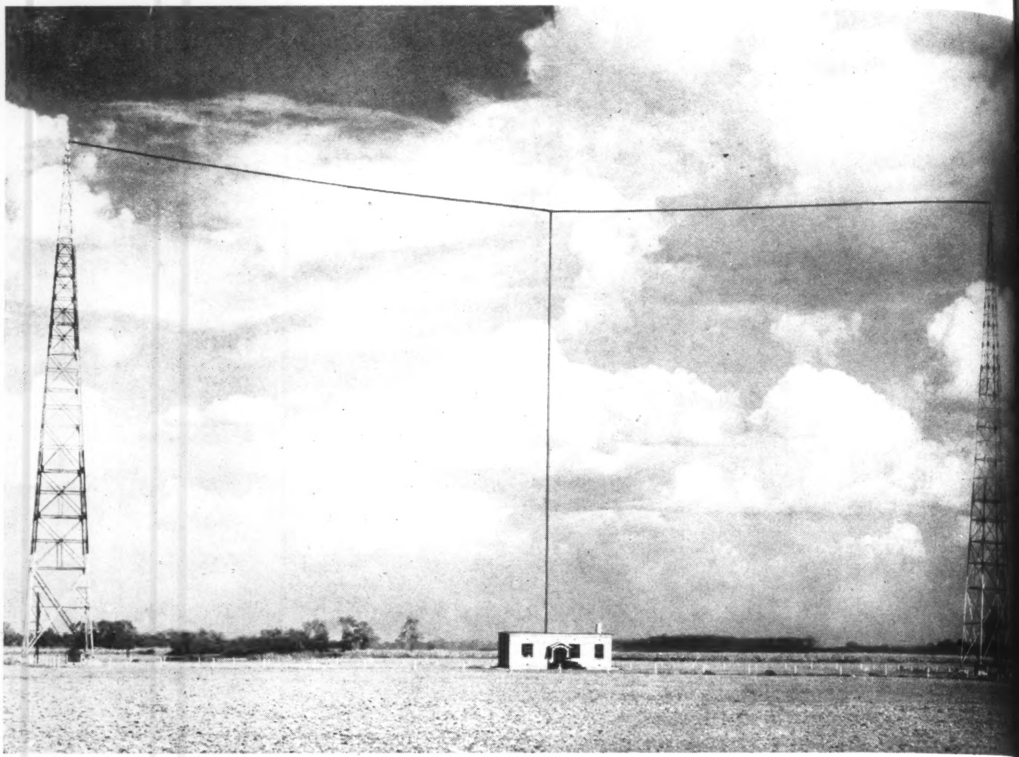
ARMY-NAVY "E" AWARDS to Kansas City firms have been colorful ceremonies, many of them originated by WHB to the "Greater Kansas City Network" composed of all Kansas City stations.

"SHARE THE MEAT" is explained on Swift & Company's daily "Martha Logan's Kitchen" program, with Dick Smith, Ensign Mariam Ransburg of the WAVES, and Swift home economists.

"MEET YOUR NAVY" is weekly half-hour show originated by WHB to Kansas State Network, with dramatic cast and musicians from Olathe, Kansas, Naval Air Station.

DAILY $ by $ BROADCAST
12:4

K. C. WAR CHEST AND UNITED CHARITIES campaign doubled any previous year's quota, with WHB the only Kansas City station to present a daily "Dollar by Dollar" report direct from headquarters.



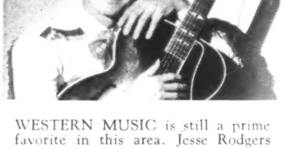
OVER IN North Kansas City, the faithful WHB transmitter still puts out that swell signal on 880 kilocycles, to the western half of Missouri and the eastern third of Kansas. But the programs it carries these days are vastly changed!

War news and commentaries dominate the schedule, of course . . . with Bob Caldwell, Jr., and Dick Smith each doing two WHB Newsbureau broadcasts a day, using Associated Press service. And what a magnificent battery of Mutual commentators we have! . . . Fulton Lewis, Jr., Raymond Clapper, Boake Carter, Upton Close, Cedric Foster, John B. Hughes, Billy Repaid, Leo Cherne and Phillip Keyne-Gordon. In addition, Mutual's newsrooms flash bulletins every half-hour—and the WHB Newsbureau supplements them with important local items. We sincerely believe that Kansas City's best war-time news coverage is heard over WHB.

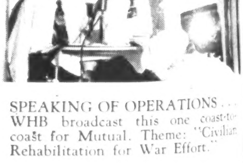
But we haven't stopped giving our listeners the musical programs that won WHB its early fame! The Musical Clock still ticks away tunefully every morning . . . the "Staff Frolic" is now the "Canteen Frolic" broadcast daily

"AMERICAN WAR DADS," organized in Kansas City in 1942, already has 228 chapters located in many states; and promises to become a powerful nation-wide organization of fathers who have sons or daughters in the armed services. At mike: Nat Milgram, founder and national president.

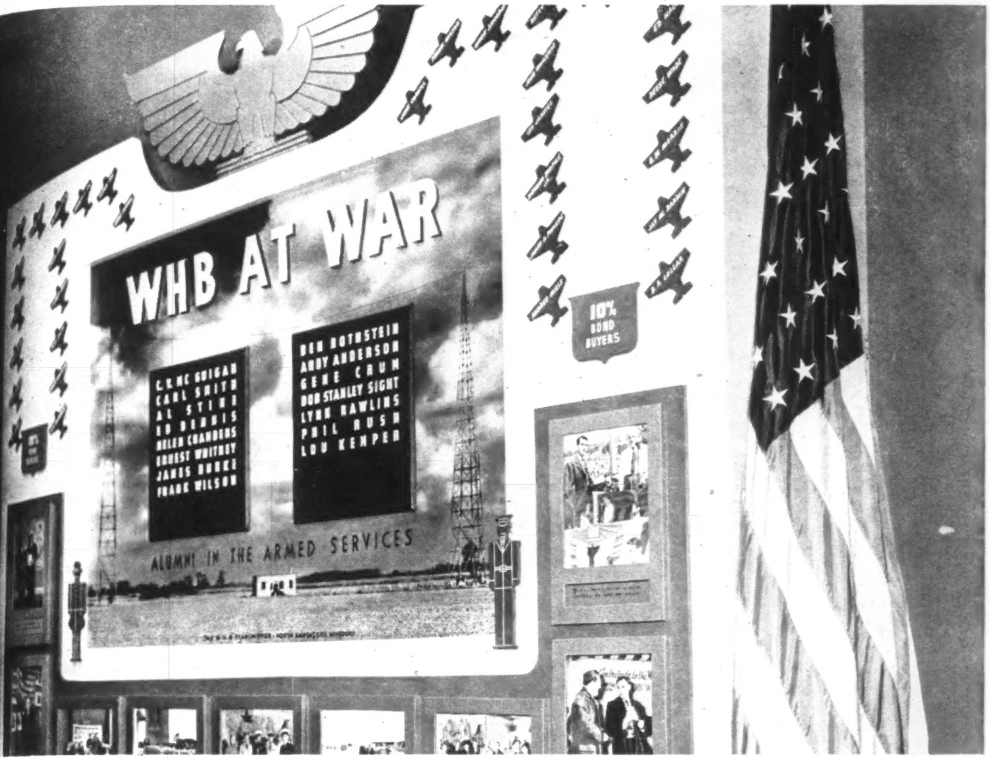
ARMISTICE DAY, 1942. General Rufus S. Ramey, of Fort Riley, as principal speaker at services held on Liberty Memorial Mall.



WESTERN MUSIC is still a prime favorite in this area. Jesse Rodgers and WHB's "Trail Blazers" carry on with songs of the home, the hills and the range.



SPEAKING OF OPERATIONS . . . WHB broadcast this one coast-to-coast for Mutual. Theme: "Civilian Rehabilitation for War Effort."


WHB AT WAR
C. K. MC GUIGAN
CARL SMITH
AL STINE
ED DENNIS
HELEN CHAMBERS
ERNEST WHITNEY
JAMES BURKE
FRANK WILSON
BEN ROTHSTEIN
ANDY ANDERSON
GENE CRUM
DON STANLEY SIGHT
LYNN RAWLINS
PHIL RUSH
LOU KEMPER
ALUMNI IN THE ARMED SERVICES
10% BOND BUYERS

WHB AT WAR

from the Kansas City Canteen before a visible audience of soldiers, sailors, WAVES and WAAC's . . . and "The Cook Tenor" still has that melodious half-hour every afternoon! WHB is happy that we were the first Kansas City station to return ASCAP music to the air—and our daily schedules are jam-packed with good music to build war-time morale.

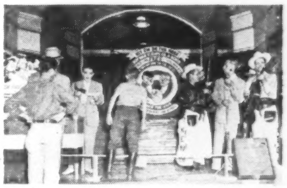
IN OUR LOBBY, the WHB Honor Roll is conspicuously displayed . . . and more names have been added since this photo was taken. We're proud of all you fellows! . . . and of our WAVE, too! . . . Ensign Helen Chambers. To pay the Victory Tax and buy War Bonds seems little enough for us to do . . . which is one reason why we schedule a great many special war-service broadcasts, and photograph them for the ever-changing display on our Honor Roll. Soon we expect to open a "WHB War Museum and Victory Studio" at a ground floor location downtown . . . with trophies on view from the Pacific, from Africa and from all the other battlefronts where Americans are fighting.

Those battlefronts have caused new faces to appear in every WHB department . . . but "Uncle John" and at least eight other of your former

BUY BONDS and STAMPS HERE
VICTORY WINDOW

VICTORY WINDOW in the Jones Store, K. C.'s largest downtown department store, presents a daily WHB broadcast, with Herb Cook and Reese Wade selling War Bonds at the rate of $10,000 a week or better.

AMERICAN RED CROSS War Fund Drive went way over quota . . . and its "Blood Bank" is off to a good start! WHB helped with dramatic programs.



"HIT 'EM ON THE NOSE" was a War Stamp sales stunt, cooked up by WHB in Foreman & Clark's lobby. Hit Hitler, Mussolini or Hirohito with a dart and get a War Stamp free!

WHB's MARINE DECK (outdoor artists' lounge) without a man in sight! And will the girls be glad when "Johnnie Comes Marching Home"!

ADMIRAL HAYNE ELLIS, Kansas City's Director of Civilian Defense, and associates use WHB to give instructions regarding area's first black-out.

CIVILIAN DEFENSE PANEL in weekly discussion of problems affecting the Kansas City workers for OCD.

HALL OF FAME in WHB corridors contains hundreds of photos of our great and near-great. And for the duration, the hallways are decorated in red, white and blue!

OUR "MAGIC CARPET" is this short-wave mobile transmitter KWHB, mounted in a truck, and used to relay program originations from remote points beyond telephone lines. WHB still covers the "hard to cover" remote control events.

WHB
AT
WAR

co-workers are still here on the job—fair, fat, forty-fivish or 4-H! And we've a new Musical Director . . . Bob McGrew . . . who has given WHB its finest staff band since the days of Sol Bobrov, George Morris and Jimmie Atkins! In addition, there's that sparkling music on Mutual's great daytime variety shows: "Tom, Dick and Harry" . . . "The Cheer-Up Gang" . . . "Shady Valley Folks" . . . "Mutual Goes Calling" . . . and "Yankee House Party."

In the field of serious music we have Alfred Wallenstein's "Sinfonietta" and, of course, the Philadelphia Orchestra. Mutual also brings us that grand quiz-show, "Double or Nothing" . . . and such dramatic highlights as "The First Nighter" and "The Shadow."

We've added more religious features, too . . . and in these times, particularly, listeners seem to welcome them.

As the organ plays, and souls seek solace in the Divine Word . . . our hopes and prayers go out to you . . . prayers for an early Victory, and for your safe return to WHB . . . where your former jobs, or better ones, will be waiting for you!

PROGRAM DIRECTOR John Wahlstedt, 11 years at WHB, still sings daily as "The Cook Tenor."

NEWSBUREAU CHIEF Bob Caldwell, Jr., broadcasts two commercial shows daily and supervises the Translux News Bulletin Sign operated by WHB at one of the Katz Drug Stores on a busy downtown corner.

CHIEF ENGINEER Henry E. Goldenberg, youthful as he looks, has worked at WHB since 1922; and with John Schilling is one of WHB's two members in Kaltenborn's "20 Year Club" of radio veterans.

PRESIDENT Don Davis, commercial manager, 11 years with WHB, still has that grin . . . although the WHB four-man sales department is WHB's heaviest War casualty to date.

WAR PROGRAM MANAGER is WHB veteran Dick Smith, now devoting his time exclusively to WHB's programs in behalf of the War Effort.

CONTINUITY EDITOR Harold Reese Wade does the Swift & Co. scripts; appears in Jones' Victory Window; writes and M. C.'s "Show Time."

NEWS EDITOR John Cargill, after 15 years with the Associated Press, feels very much "at home" with WHB's A. P. printers; supervises local news gathering; and will be Curator of the WHB War Museum opening soon.

CHIEF ANNOUNCER Bruce Robertson does the "Musical Clock," the Wilson Milk program and other important commercial and service programs.

WHB · KANSAS CITY

Directory of

Transcription, Recording, Program Producing, Script, Talent and Related Services

Because of interchangeable nature of services offered by various companies in combination fields, these directories are combined. For reference convenience it is suggested the type of service desired be located by first consulting the column headed "Nature of Service".

ME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	NATURE OF SERVICE
vertisers Recording Service Inc.	New York City	113 W. 57th St.	Circle 6-0141	James A. Miller	Production, recording service
T. Ainley Co.	Chicago, Ill.	55 E. Superior St.	Superior 5310	J. T. Ainley	Production
Features Inc.	New York City	247 Park Ave.	Wickersham 2-0077	J. E. Sauter	Production
-Canada Radio Facilities, Ltd.	Calgary, Alta. Montreal, Que. Toronto, Ont. Winnipeg, Man. Vancouver, B. C.	Southam Bldg. Dominion Square Bldg. Victory Bldg. Electric Ry. Chambers 543 Seymour St.	R-2021 Lancaster 6400 Elgin 2464 . . . . Marine 3344	H. R. Carson Burt Hall G. F. Herbert P. H. Gayner J. E. Baldwin	Production, transcriptions
ton Alexander Radio Production	New York City	Radio City	Columbus 5-7035	Alton Alexander	Production, scripts
rman Alexandroff Artists Bureau	Chicago, Ill.	410 So. Michigan Ave.	Wabash 6762	Norman Alexandroff	Talent
arles H. Allen	New York City	1270 Sixth Ave.	Circle 7-4124	Charles H. Allen	Talent
ied Record Mfg. Co.	Hollywood, Cal. Washington, D. C.	1041 N. Las Palmas Ave. Earle Bldg.	Hollywood 5107 Executive 3792	Louis I. Goldberg Jerry Mara	Transcription processing, phonograph records, apparatus
erican Foundation for the Blind	New York City	15 W. 16th St.	Chelsea 3-2821	R. B. Irwin	"Talking book" records and machines
erican Institute of Food Products	New York City	75 West St.	Bowling Green 9-9188	Robert A. Bories	Production
erican-Jewish Broadcasting Co. Inc.	New York City	86 Chamber St.	Worth 2-3322	Herman Younglieb	Jewish programs
erican Radio Syndicate	New York City	1 E. 44th St.	Murray Hill 6-3488	Horton Hards	Scripts
y Agency	New York City	1619 Broadway	Columbus 5-7374	Fred Robbins	Talent
ura Arnold	New York City	545 Fifth Ave.	Murray Hill 2-2795	Laura Arnold	Talent
h Recording Studios	New York City	117 W. 46th St.	Bryant 9-3137	M. Asch	Transcriptions, records, scripts
thur H. Ashley	New York City	457 W. 57th St.	Columbus 5-1348	Arthur H. Ashley	Foreign language programs
ociated Broadcasting Co.	Chicago, Ill.	817 E. 92d St.	Triangle 2244	Frank J. Kovach	Production, scripts, recording
ociated Broadcasting Co. Ltd.	Montreal, Que.	Dominion Sq. Bldg.	Belair 3325	M. Maxwell	Production, scripts, recording
ociated Music Publishers, Inc.	New York City	25 W. 45th St.	Bryant 9-0847	Clinton M. Finney	Transcription library, production, scripts
ociated Releases	Hollywood, Cal.	P. O. Box 1213	Hillside 0181	Arthur Solomon	Production, scripts
dio Recording Studio	Vancouver, B. C.	850 Hastings St.	Marine 9053	. . . .	Production, recordings, scripts
dio-Scriptions Inc.	New York City	1619 Broadway	Circle 7-7690	Ezekiel Rabinowitz	Transcriptions (Library of Voices), recording
rence J. Austin	New York City	218 W. 14th St.	Chickering 2-7128	C. J. Austin	Talent
ch Radio Productions	New York City Chicago, Ill. Cleveland, O. Boston, Mass.	17 E. 45th St. 223 No. La Salle St. Bulkley Bldg. Statler Bldg.	Murray Hill 2-8877 State 5096 Prospect 2922 Hubbard 5225	Charles J. Basch Jr. F. R. Jones Alonzo Hawley Robert C. Foster	Transcriptions, production, scripts
tchelor Enterprises Inc.	New York City	30 Rockefeller Plaza	Circle 6-4224	Walter Batchelor Howard Reilly	Production, talent, scripts
ck Recording Studios	Minneapolis, Minn.	1722 Hennepin Ave.	Atlantic 8901	Joseph H. Beck	Sound-slide films, production, scripts
nnett-Downie Associates Inc.	Los Angeles, Cal.	6677 Maryland Drive	Whitney 5552	R. G. Harris	Transcriptions, production
S. Bentham	New York City	48 W. 48th St.	Bryant 9-1227	M. S. Bentham	Production, scripts
il Berg-Bert Allenberg Inc.	Beverly Hills, Cal. New York City	121 S. Beverly Dr. 501 Madison Ave.	Crestview 6-3131 Eldorado 5-1076	Phil Berg Nelson Hesse	Production, talent
nley Bergerman Inc.	Los Angeles, Cal.	9165 Sunset Blvd.	Crestview 6-3196	Stanley Bergerman	Talent
rman Bernie Inc.	New York City	1270 Sixth Ave.	Columbus 5-6647	Herman Bernie	Production, talent
rry Bestry	New York City	1776 Broadway	Chickering 4-3393	Harry Bestry	Talent
verly Recording Studios	Chicago, Ill.	1805 W. 95th St.	Cedar crest 4677	Roy Young	Transcriptions
lter Biddick Co. (Radio Program Div.)	Los Angeles, Cal.	Chamber of Commerce Bldg.	Richmond 6184	R. Katz	Transcriptions
C. Bird & Assoc.	Hollywood, Cal.	1745 N. Gramercy Pl.	Hempsted 1753	G. C. Bird	Transcriptions
eph Bloom	New York City	19 W. 44th St.	Vanderbilt 6-5080	Joseph Bloom	Scripts, production
inckerhoff Studios Productions Inc.	New York City	29 W. 57th St.	Plaza 3-3015	E. V. Brinckerhoff	Production, recording
iscoe & Goldsmith Inc.	New York City	522 Fifth Ave.	Murray Hill 2-6244	George Goldsmith	Talent
oadcast Productions	Chicago, Ill.	25 E. Jackson Blvd.	Wabash 0711	John Stamford	Production, recording, radio training school
oadcasters Mutual Transcription Service	St. Louis, Mo.	818 So. Kingshighway	Franklin 2060	Charles E. Harrison	Recording service, production
oadcasting Program Service	New York City	45 W. 45th St.	Bryant 9-4324	Herbert Rosen	Transcriptions, scripts, production
amberlain Brown	New York City	145 W. 45th St.	Bryant 9-8480	Chamberlain Brown	Production, talent, scripts
rtis Brown—Alan Collins Inc.	New York City	347 Madison Ave.	Murray Hill 6-6170	Alan Collins	Scripts
ampion Recording Service	New York City	18 East 50th St.	Eldorado 5-1860	Omar Champion	Recording service
uce Chapman Co.	New York City	145 W. 41st St.	Wisconsin 7-2179	Bruce Chapman	Production
ech Broadcasting Service	Chicago, Ill.	25 E. Jackson Blvd.	Webster 2323	Adele J. Fiala	Czech, Slavish and other foreign-language programs.
icago Recording Studios Inc.	Chicago, Ill.	64 E. Jackson Blvd.	Webster 7288	Robert W. Kittinger	Recording service, production, scripts
icago Tribune—New York News Syndicate	New York City	220 E. 42nd St.	Murray Hill 2-1234	Arthur W. Crawford	Newspaper features adaptable to broadcasting

(Continued on Page 210)

Directory of Transcription, Production and Related Services

[Continued from Page 209]

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	NATURE OF SERVICE
Christensen Recording Services	Chicago, Ill.	306 S. Wabash Ave.	Webster 7795	Carle A. Christensen	Recording service, production, scripts
Arthur B. Church Productions	Kansas City, Mo. New York City Los Angeles, Cal.	Pickwick Hotel 745 Fifth Ave. 721 N. Croft Ave.	Harrison 2650 Wickersham 2-8900 Walnut 0735	Arthur Church .... Bob Braun	Production, scripts, transcriptions
Herman Citron Theatrical Enterprise	New York City	607 Fifth Ave.	Plaza 8-2213	Ben Kuchuk	Talent
Civic Concert Service Inc. (Subsidiary of Natl. Concerts & Artists Corp.)	New York City	711 Fifth Ave.	Plaza 3-0820	O. O. Bottorf	Talent
Clark Phonograph Record Co. Inc.	Newark, N. J. Chicago, Ill.	216 High St. 221 No LaSalle St.	Humboldt 2-0880 Central 5275	George H. Clark L. S. Toogood	Transcription processing, phonograph records
Leslie Clucas	Chicago, Ill.	333 No. Michigan Ave.	Franklin 7100	Leslie Clucas	Production, talent
Ted Collins Corp.	New York City	1819 Broadway	Circle 7-0094	Ted Collins	Talent, production
Columbia Concerts Inc.	New York City Chicago, Ill.	113 W. 57th St. Wrigley Bldg.	Circle 7-6900 Superior 2542	Arthur Judson Arthur Wisner	Talent
Columbia Recording Corp. (Subsidiary of CBS)	New York City Hollywood, Cal. Chicago, Ill.	799 Seventh Ave. 6624 Romaine St. 410 No. Michigan Ave.	Circle 5-7300 Granite 4134 Whitehall 6000	Robert J. Clarkson Andrew J. Schrade Girard D. Ellis	Phonograph records, transcriptions, recording
Commercial Broadcasting Services, Ltd.	Toronto, Ont.	Concourse Bldg.	Elgin 2625	E. A. Byworth	Transcriptions, production
The Compo Co. Ltd.	Lachine, Que.	131 18th Ave.	Dexter 0905	R. A. Chislett	Processing transcriptions & recordings
Hallam Cooley Agency	Hollywood, Cal.	9111 Sunset Blvd.	Crestview 5-6161	Hallam Cooley	Talent
Consolidated Radio Artists Inc.	New York City Chicago, Ill.	30 Rockefeller Plaza 333 No. Michigan Ave.	Columbus 5-3580 Franklin 8300	Charles E. Green Ann Richardson	Production, talent
Low Cowan & Co.	Chicago, Ill.	8 So. Michigan Ave.	Randolph 2022	Lou Cowan	Production
Everett N. Crosby Ltd.	Hollywood, Cal.	9028 Sunset Blvd.	Crestview 1-1171	Larry Crosby	Talent
Dadswell Recorded Features	St. Petersburg, Fla.	735 16th Ave., So.	76-393	Jack E. Dadswell	Production, scripts, recording
Decca Records Inc.	New York City	50 W. 57th St.	Columbus 5-2300	Edward Strauss	Phonograph records, transcriptions
Alfred Dixon Speech Systems Inc.	New York City	424 Madison Ave.	Plaza 8-1246	Alfred Dixon	Production, recording
Dominion Broadcasting Co.	Toronto, Ont.	4 Albert St.	Adelaide 3383	Hal B. Williams	Transcriptions, production, scripts, recording
Walter P. Downs Ltd.	Montreal, Que. Toronto, Ont. Winnipeg, Man. Vancouver, B. C.	Dominion Sq. Bldg. 123 Braemer Ave. 426 Brandon Ave. 6421 Yew St.	Marquette 6368 Hudson 0333 4-8422 Kerrisdale 1209-Y	Walter P. Downs E. J. Piggott B. L. McGibbon Ray Peverley	Production, recording, scripts
Draesemer Radio Productions	Hollywood, Cal.	5205 Hollywood Blvd.	Walnut 1759	Isabelle Draesemer	Production, scripts, transcriptions
Harry S. Dube	New York City	RKO Bldg.	Columbus 5-7035	J. Knight	Talent
Eccles Disc Recordings Inc.	Hollywood, Cal.	6233 Hollywood Blvd.	Hillside 8351	C. R. Alford	Recording service (Educational discs)
Charles Eckart Co.	Los Angeles, Cal.	250 No. Juanita	Drexel 7259	Charles Eckart	Phonograph records
Electro-Vox Recording Studios	Hollywood, Cal.	5546 Melrose Ave.	Gladstone 2189	Bert B. Gottschalk	Recordings, airchecks
W. M. Ellsworth	Chicago, Ill.	75 E. Wacker Drive	Central 0942	W. M. Ellsworth	Production, talent
Empire Broadcasting Corp.	New York City	480 Lexington Ave.	Plaza 8-3360	Fred De Jaager	Production, recording
Sara Enright	New York City	234 W. 44th St.	Lackawanna 4-8553	Sara Enright	Talent
Lawrence Evans Artist Management Inc (Division of Columbia Concerts Inc.)	New York City	113 West 57th St.	Circle 7-6900	Lawrence Evans	Talent
Exclusive Radio Features Co. Ltd.	Toronto, Ont.	14 McCall St.	Adelaide 5112	George W. Halnan	Production, transcriptions
F. & M. Stageshows Inc. (Fanchon & Marco)	New York City	50 Rockefeller Plaza	Circle 7-5630	Sam Shayon	Production, talent
Fadiman Associates Ltd.	New York City	1501 Broadway	Lackawanna 4-3544	Edwin Fadiman	Production
Featured Artists Service	New York City	247 Park Ave.	Plaza 5-5044	Maurice Scopp	Talent, scripts
Marguerite Felber Advertising Agency	Hollywood, Cal.	....	Granite 8367	Marguerite Felber	Production, scripts
Feldman-Blum Corp.	Beverly Hills, Cal.	9441 Wilshire Blvd.	Crestview 1-5222	Ralph H. Blum	Talent, production
Herman Fialkoff Attractions	New York City	701 Seventh Ave.	Longacre 5-5759	Herman Fialkoff	Talent
Film Associates Sound Studio	Dayton, O.	429 Ridgewood Drive.	Walnut 4641	E. R. Arn Jr.	Production, recordings, scripts
Carl Fischer Inc.	New York City	119 W. 57th St.	Circle 7-2965	Max Rittershausen	Transcriptions
Frieda Fishbein	New York City	11 W. 42nd St.	Longacre 5-1379	Frieda Fishbein	Scripts
Bernie Foyer	New York City	1674 Broadway	Columbus 5-1930	Bernie Foyer	Talent
Freddie Fralick Management	Beverly Hills, Cal.	204 So. Beverly Drive	Crestview 5-6111	Freddie Fralick	Talent
George Frank Inc.	Hollywood, Cal.	1626 No. Vine St.	Hillside 3188	George Frank	Talent
Frankay & Harry Jackson	New York City	48 W. 48th St.	Longacre 5-0242	Harry Jackson	Production, transcriptions, recording service
Frederick Bros. Music Corp.	New York City Chicago, Ill. Hollywood, Cal.	309 RKO Bldg. 75 E. Wacker Dr. 1585 Crossroads of the World	Circle 6-2144 State 0003 Hollywood 5173	Henry Frankel W. Carl Snyder R. D. Marshall	Production, talent
Frontenac Broadcasting Agency	Toronto, Ont.	394 Bay St.	Elgin 4553	A. R. Robertson	Production, scripts
Allen A. Funt Radio Production	New York City	52 Vanderbilt Ave.	Murray Hill 4-6148	Dorothy Funt	Production
Gale Inc.	New York City	48 W. 48th St.	Longacre 3-6110	Moe Gale	Talent
Gamble Hinged Music Co.	Chicago, Ill.	218 S. Wabash Ave.	Harrison 1360	E. E. Gamble	Recording, scripts
General Amusement Corp.	New York City Chicago, Ill. Hollywood, Cal. Cincinnati, O.	RKO Bldg. 360 N. Michigan Ave. 9028 Sunset Blvd. Carew Tower	Circle 7-7550 State 6288 Crestview 1-8101 Main 1197	Frank Cooper Art Weems Ralph Wonders Art Frew	Transcriptions, production, scripts, talent
General Sound Corp.	New York City Washington, D. C. Chicago, Ill. Hollywood, Cal.	29 W. 57th St. 1124 Vermont Ave. 221 N. La Salle St. Sunset & Vine	Plaza 3-3015 Republic 1984 Central 5275 Hollywood 8211	D. Vanston Robert J. Coar L. S. Toogood Glen Wallichs	Recording service, production, scripts

(Continued on Page 212)

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AL & LEE REISER, TWIN-PIANO TEAM • SOURWOOD MOUNTAIN BOYS •
BOURDON STRING ENSEMBLE • THESAURUS SINGERS • CY WALTERS, PIANIST •
FIELDS & HALL MOUNTAINEERS • ALLEN ROTH MALE CHORUS • ALLEN ROTH CHORUS •
LUKEWELA'S ROYAL HAWAIIANS • THOMAS L. THOMAS, BARITONE • FRANK BANTA, PIANIST •
• CARL KRESS & TONY MOTTOLA, GUITAR DUETS • SHEP FIELDS ORCHESTRA
ROSARIO BOURDON SYMPHONY ORCHESTRA • SAMMY HERMAN TRIO
LANDT TRIO • ALLEN ROTH AND HIS ORCHESTRA • NOVELTY ORCHESTRA
MEN OF NOTE • IRVING MILLER ORCHESTRA • CARSON ROBISON
NORMAN CLOUTIER STRING ORCHESTRA • BOB HANNON, TENOR
AL & LEE REISER, TWIN-PIANO TEAM • SAMMY KAYE ORCHESTRA
LAWRENCE WELK ORCHESTRA • XAVIER CUGAT ORCHESTRA
DICK JURGENS ORCHESTRA • VINCENT LOPEZ ORCHESTRA •
HORACE HEIDT ORCHESTRA • EDWIN FRANKO GOLDMAN BAND
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SPECIAL THEMES,
PLUS— SPECIAL
MUSIC.

Directory of Transcription, Production and Related Services

(Continued from Page 210)

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	NATURE OF SERVICE
Gennett Records	New York City Richmond, Ind. Los Angeles	67 West 44th St. .... 1344 So. Flower St.	Murray Hill 2-3376 7117 Prospect 2035	Charles Michaelson Ryland E. Jones Phillip Johnston	Speedy-Q and Gennett sound effects
William Gernannt	New York City	521 Fifth Ave.	Vanderbilt 6-1750	William Gernannt	Production
Mitchell Gertz Agency	Hollywood, Cal.	8506 Sunset Blvd.	Crestview 6-7018	Mitchell Gertz	Talent
Eve Gincher	New York City	152 W. 42nd St.	Bryant 9-8799	Eve Gincher	Talent
Nat C. Goldstone Agency	Hollywood, Cal.	9121 Sunset Blvd.	Crestview 6-1071	Louis Rantz	Talent
Harry S. Goodman	New York City Chicago, Ill. Los Angeles, Cal.	19 E. 53rd St. American Natl. Bank Bldg. 207 So. Spring St.	Wickersham 2-3338 Randolph 7115 Vandike 1777	Harry S. Goodman A. D. Paker George E. Ruthenberg	Production, syndicated transcriptions, scripts
Gordoni Radio Productions	Chicago, Ill.	1258 So. Michigan Blvd.	Calumet 6700	Lilla Gordoni	Production, recording, talent
Harry Green	New York City	1619 Broadway	Columbus 5-5925	Harry Green	Talent
Grombach Productions Inc.	New York City	18 E. 41st St.	Lexington 2-9479	Stanley M. Lazarus	Production, scripts
Al Grossman	New York City	RKO Bldg.	Circle 5-8422	Al Grossman	Talent
Gruenberg & Stark	New York City	30 Rockefeller Plaza	....	Axel Gruenberg Richard Stark	Production
The Guidi Italian Radio Programs	Boston, Mass.	261 Hanover St.	Capitol 5322	Velleda E. Guidi	Italian programs
Sylvia Hahlo	New York City	145 W. 58th St.	Circle 7-7440	Sylvia Hahlo	Talent
Mitchell J. Hamilburg Agency	Hollywood, Cal.	9130 Sunset Blvd.	Crestview 1-5108	M. J. Hamilburg Irving Fromer	Talent
Mark Hanna	New York City	654 Madison Ave.	Regent 4-6250	Molly Binion	Talent
Harris Radio Productions	Hollywood, Cal.	8253 Santa Monica Blvd.	Gladstone 8419	Leon Harris	Talent
Harris P. Steele Inc.	New York City	50 W. 67th St.	Endicott 2-9555	Wager S. Harris	Production
Harris Radio Productions	Hollywood, Cal.	8253 Sunset Blvd.	Gladstone 8419	Leon Harris	Talent
Harrison Recording Studios	New York City	1650 Broadway	Circle 5-9260	Harry Harrison	Recording, production
Harvey & Howe Inc.	Chicago, Ill. New York City	919 N. Michigan Ave. 295 Madison Ave.	Delaware 1155 Lexington 2-6910	W. S. Harvey Jr. Edward Brett	Production, scripts, recording
Sam Hayes	Hollywood, Cal.	NBC Radio City	Hollywood 6161	Sam Hayes	Recorded news and sports commentaries
Leland Hayward Inc.	New York City Beverly Hills, Cal.	444 Madison Ave. 9200 Wilshire Blvd.	Eldorado 5-4100 Crestview 1-5151	Larry White Barron Polan	Talent
George Heid Productions	Pittsburgh, Pa.	Century Bldg.	Grant 3696	George Heid	Production, scripts, recording
Walter Herzbrun Agency	Los Angeles, Cal.	9000 Sunset Blvd.	Crestview 6-4157	Walter Herzbrun	Talent & writers
Hispano Broadcasting Co.	Los Angeles, Cal.	105 E. First St.	Michigan 4433	Tony Sein	Spanish programs
Hollywood Transcript Co.	Hollywood, Cal.	6625 Sunset Blvd.	Gladstone 3323	Daniel O'Brien	Recording service
Illinois Educational Sound Service	Chicago, Ill.	20 No. Wacker Drive	Randolph 3550	Richard Bradley	Production, recording
International Artists Inc. Recording Studios	Hollywood, Cal.	1512 No. Gordon St.	Hollywood 7391	Dixon McCoy	Recording service, transcriptions, air-checks
International Commercial Broadcasting Co.	Chicago, Ill.	3212 W. Roosevelt Rd.	Van Buren 6680	Max Sosewitz	Jewish programs & talent
Lou Irwin Inc.	Hollywood, Cal.	9134 Sunset Blvd.	Crestview 1-7131	Lou Irwin	Talent
Fred Jacky	Chicago, Ill.	520 N. Michigan Ave.	Delaware 3262	Christine Blackie	Production
Sam Jaffe Agency	Hollywood, Cal.	8555 Sunset Blvd.	Crestview 6-6121	Jennings Lang	Talent, production
J. M. Rush Jermon	New York City	155 E. 44th St.	Murray-Hill 2-6236	Rush Jermon	Talent
William E. Jones	Chicago, Ill.	360 No. Michigan Ave.	Central 2798	William E. Jones	Production
Walter Kane Agency	Hollywood, Cal.	8584 Sunset Blvd.	Crestview 6-2396	Walter Kane	Talent
Stella Karn	New York City	56 W. 45th St.	Vanderbilt 6-3860	Stella Karn	Production
Kasper-Gordon Inc.	Boston, Mass.	140 Boylston St.	Devonshire 7357	Edwin H. Kasper Aaron S. Bloom	Production, scripts, syndicated transcriptio recording
Kated Corp.	New York City	1819 Broadway	Circle 7-0094	Ted Collins	Production (Kate Smith)
Jesse L. Kaufman Inc.	New York City	1841 Broadway	Columbus 5-2050	Jesse L. Kaufman	Production, talent
John Keating	Portland, Ore.	Studio Bldg.	Beacon 1009	John Keating	Production, recording, scripts
Keenan's Music Service	Bridgeport, Conn.	P. O. Box 2140	5-9715	Eddie Keenan	Transcriptions
David Wayne Kennedy Industrial	Los Angeles, Cal.	9817 Denker Ave.	Pleasant 1-2240	David W. Kennedy	Recordings
Kent-Johnson Inc.	New York City	34 W. 53rd St.	Plaza 3-7246	Austen Croom-Johnson	Talent, production, transcription
Kermit-Raymond Corp.	New York City Cleveland, O. Chicago, Ill. Rochester, N. Y. San Francisco, Cal.	745 Fifth Ave. Bulkley Bldg. 223 N. La Salle St. 6 George St. 544 Market St.	El Dorado 5-5511 Prospect 2922 State 5096 Stone 6360 Sutter 6557	Raymond R. Green Alonzo Hawley F. R. Jones John E. Allen Theodore Segall	Production, recording, scripts, talent
Key Recordings	New York City	103 Park Ave.	Lexington 2-2811	Andrew Portnow	Recordings
King Features Syndicate	New York City	235 E. 45th St.	Murray Hill 2-5600	Chester Weil	Newspaper features adaptable to broadcasti
King-Trendle Broadcasting Corp.	Detroit, Mich.	Stroh Bldg.	Cherry 8321	H. Allen Campbell	Production
Al Kingston & Co. Inc.	Hollywood, Cal.	8582 Sunset Blvd.	Crestview 1-8161	Al Kingston	Talent
Laboratoire de Redaction	Montreal, Que.	1434 St. Catherine St. W.	Lancaster 9572	Marcel Baulu	Scripts
Langlois & Wentworth Inc.	New York City	420 Madison Ave.	Eldorado 5-1620	C. O. Langlois	Production
Lang-Worth Feature Programs Inc.	New York City	420 Madison Ave.	Elderado 5-1620	C. O. Langlois	Transcription Library (public domain), duction

(Continued on Page 214)

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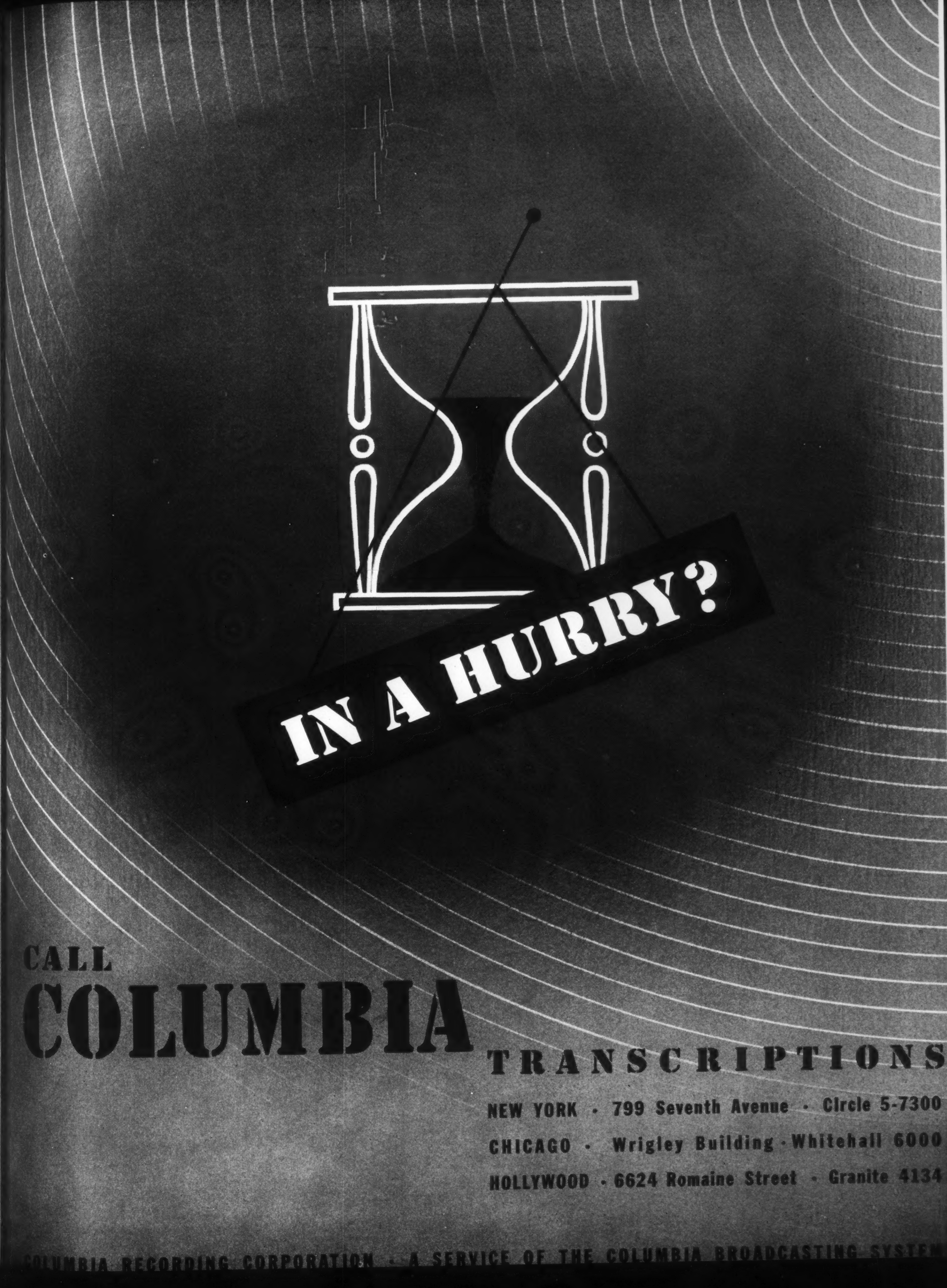
Directory of Transcription, Production and Related Services

(Continued from page 212)

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	NATURE OF SERVICE
Don Lee Productions	Hollywood, Cal.	5515 Melrose Ave.	Hollywood 8111	Clifford C. McDonald	Recording service
Florence Lennon (Roxanne)	New York City	7th Ave. & 55th St.	Circle 7-3900	Florence Lennon	Talent, production
M. C. Levee Agency	Hollywood, Cal.	1300 N. Crescent Heights Blvd.	Gladstone 3115	M. C. Levee	Talent
W. Biggie Levin	Chicago, Ill.	612 No. Michigan Ave.	Superior 0506	W. Biggie Levin	Talent
Jack Lewis Theatrical Enterprises	New York City	1564 Broadway	Longacre 5-8176	Jack Lewis	Production, talent
Lichtig & Englander Agency	Los Angeles, Cal.	8776 Sunset Blvd.	Crestview 1-2141	H. H. Lichtig	Talent
Lord Inc.	New York City	501 Madison Ave.	Wickersham 2-2211	Dorothy E. Levy	Production
Estelle Lutz Artists Bur.	Chicago, Ill.	410 So. Michigan Ave.	Harrison 3435	Estelle Lutz	Production, talent, scripts
A. & S. Lyons Inc.	New York City Beverly Hills, Cal.	515 Madison Ave. 356 No. Camden Dr.	Plaza 3-5181 Crestview 1-6131	Arthur H. Ashley Wynn Rocamora	Production, talent, scripts
C. P. MacGregor	Hollywood, Cal.	729 So. Western Ave.	Fitzroy 4191	C. P. MacGregor	Transcription library, recording
Hal R. Makelim Productions	Chicago, Ill.	360 No. Michigan Ave.	State 3472	Hal Makelim	Production
Gene Mann–Jess Smith Inc.	Hollywood, Cal.	8949 Sunset Blvd.	Crestview 1-1135	Gene Mann Jess Smith	Talent
R. U. McIntosh & Associates Inc.	No. Hollywood, Cal.	10558 Camarillo St.	Sunset 2-9275	R. U. McIntosh	Transcriptions
Alexander McQueen	Chicago, Ill.	185 E. Chestnut St.	Superior 9139	Alexander McQueen E. R. Junge	Production, scripts
Melotone Recording Studio	New York City	25 Central Park, W.	Circle 6-1366	Mera M. Weinstock	Recording service, transcriptions
Metropolitan Broadcasting Service Ltd.	Toronto, Ont. Montreal, Que.	21 Dundas Sq. Drummond Bldg.	Adelaide 0181 Harbor 5838	Kenneth D. Soble Frank Starr	Production, scripts, recording
Meyers Recording Service	Philadelphia, Pa.	1414 McKean St.	Dewey 3435	....	Recording service
Charles Michelson Radio Transcriptions	New York City Los Angeles Richmond, Ind. St. Louis, Mo. Des Moines, Ia.	67 W. 44th St. 1344 So. Flower St. South First & B St. 818 S. Kingshighway 412 9th St.	Murray Hill 2-3376 Prospect 2035 1117 Franklin 2060 4-2994	Charles Michelson Philip Johnson Ryland Jones Chas. E. Harrison Russell McBride	Sound effects Library, transcriptions
Michelson & Sternberg Inc.	New York City	116 Broad St.	Bowling Green 9-8925	A. Michelson	Buys transcriptions for export
Mid-West Transcriptions Inc.	St. Louis Park, Minn.	4835 Minnetonka Blvd.	Walnut 9131	K. L. Sueker	Recording service, production
Miller Broadcasting System Inc.	New York City	113 W. 57th St.	Circle 6-0141	James A. Miller	Millertape recording
Monter-Gray Inc.	Hollywood, Cal.	8736 Sunset Blvd.	Crestview 1-1191	Edward M. Gray	Talent
Raymond R. Morgan Co.	Hollywood, Cal.	6362 Hollywood Blvd.	Hempstead 4194	R. E. Messer	Production
William Morris Agency	New York City Hollywood, Cal. Chicago, Ill. Cleveland, O.	1270 Sixth Ave. 202 N. Canon Dr. 203 N. Wabash Ave. Keith Bldg.	Circle 7-2160 Crestview 1-6161 State 3632 Maine 1525	Nat Lefkowitz William Morris Morris Silver Pat Lombard	Production, talent
Leo Morrison Inc.	Beverly Hills, Cal.	204 So. Beverly Drive	Crestview 1-9191	Leo Morrison	Talent
Sidney P. Morse (General Amusement Corp.)	Chicago, Ill.	360 No. Michigan Ave.	State 6288	Sidney P. Morse	Production
Music City	Hollywood, Cal.	1501 N. Vine St.	Hollywood 8211	Hugh J. Claudin	Recording service, airchecks
Music Corporation of America	Chicago, Ill. New York City Cleveland, O. Dallas, Tex. San Francisco, Cal. Beverly Hills, Cal. London W1, England	430 N. Michigan Ave. 745 5th Ave. Union Commerce Bldg. Tar Petroleum Bldg. 111 Sutter St. 9370 Burton Way 16 Bond St.	Delaware 1100 Wickersham 2-8900 Cherry 6010 2-1448 Exbrook 8922 Bradshaw 2-3211 Regio 6506	M. B. Lipsey William R. Goodheart Jr. DeArv Barton Norman Steppe Ruel Freeman Bart McHugh Margaret Weiner	Talent, production
Musicraft Corp.	New York City	480 Lexington Ave.	Plaza 3-7070	Paul Puner	Recordings
Muzak Transcriptions Inc.	New York City	151 W. 46th St.	Bryant 9-1246	Clinton M. Finney	Transcriptions, recording service (vertical & lateral)
National Artists Bureau	Chicago, Ill.	203 N. Wabash Ave.	Randolph 3858	Phil Phillips	Scripts, production
NBC Radio-Recording Division	New York City Chicago, Ill. Hollywood, Cal. Washington, D. C.	30 Rockefeller Plaza Merchandise Mart Sunset Blvd. & Vine Trans-Lux Bldg.	Circle 7-8300 Superior 8300 Hollywood 6161 Republic 4000	C. Lloyd Egner Frank E. Chizzinni Robert F. Schuetz E. William Young	Transcription Library (Thesaurus), syndicated programs, production, scripts, recording
National Broadcasters & Entertainers	Indianapolis, Ind.	Hotel Washington	Market 2541	Kay Keiser	Production, recording, scripts, talent
National Concerts & Artists Corp.	New York City Hollywood, Cal. Chicago, Ill. San Francisco, Cal.	711 Fifth Ave. Sunset at Doheny Merchandise Mart 111 Sutter St.	Plaza 3-0820 Crestview 1-7121 Superior 4042 Brook 8033	A. H. Morton Daniel S. Tuthill Charles B. Smith Victor B. Brown Larry Allen	Talent, production
National Recording Co.	New York City	351 W. 42nd St.	Circle 6-0700	Ben Greene	Recording service, production
National Vocarium	New York City	610 Fifth Ave.	Circle 7-5479	Robert Vincent	Transcriptions, production, scripts
Nationality Broadcasting Assn. Inc.	Cleveland, O.	Carnegie Hall	Main 4057	Frederick Wolf	Recordings, foreign language programs
Johnnie Neblett Co.	Chicago, Ill.	59 E. Van Buren St.	Harrison 9498	....	Production
Neff Radio Productions	Detroit, Mich.	Stroh Bldg.	Randolph 3006	M. A. Neff	Production, scripts, recording
Meyer B. North	New York City	1564 Broadway	Bryant 9-8667	Meyer B. North	Talent
John J. O'Connor	New York City	1697 Broadway	Circle 6-3500	John J. O'Connor	Talent
Eugene P. O'Fallon Inc. (KFEL)	Denver, Col.	Albany Hotel	Keystone 0178	Frank L. Bishop	Recording
Lilian Okun Inc.	New York City	2 West 67th St.	Trafalgar 7-8916	Lilian Okun	Production, scripts
Pan American Broadcasting Co.	New York City	330 Madison Ave.	Murray Hill 2-0811	E. Bernald	Programs for Latin American stations
Parker-Piper Talent Productions	Chicago, Ill.	540 No. Michigan Ave.	Delaware 8220	Donna Parker Peter Piper	Talent, production
James Parks Co. (Affiliate A. & S. Lyons Inc.)	Chicago, Ill.	333 No. Michigan Ave.	Central 7980	James Parks	Production, talent

(Continued on Page 216)



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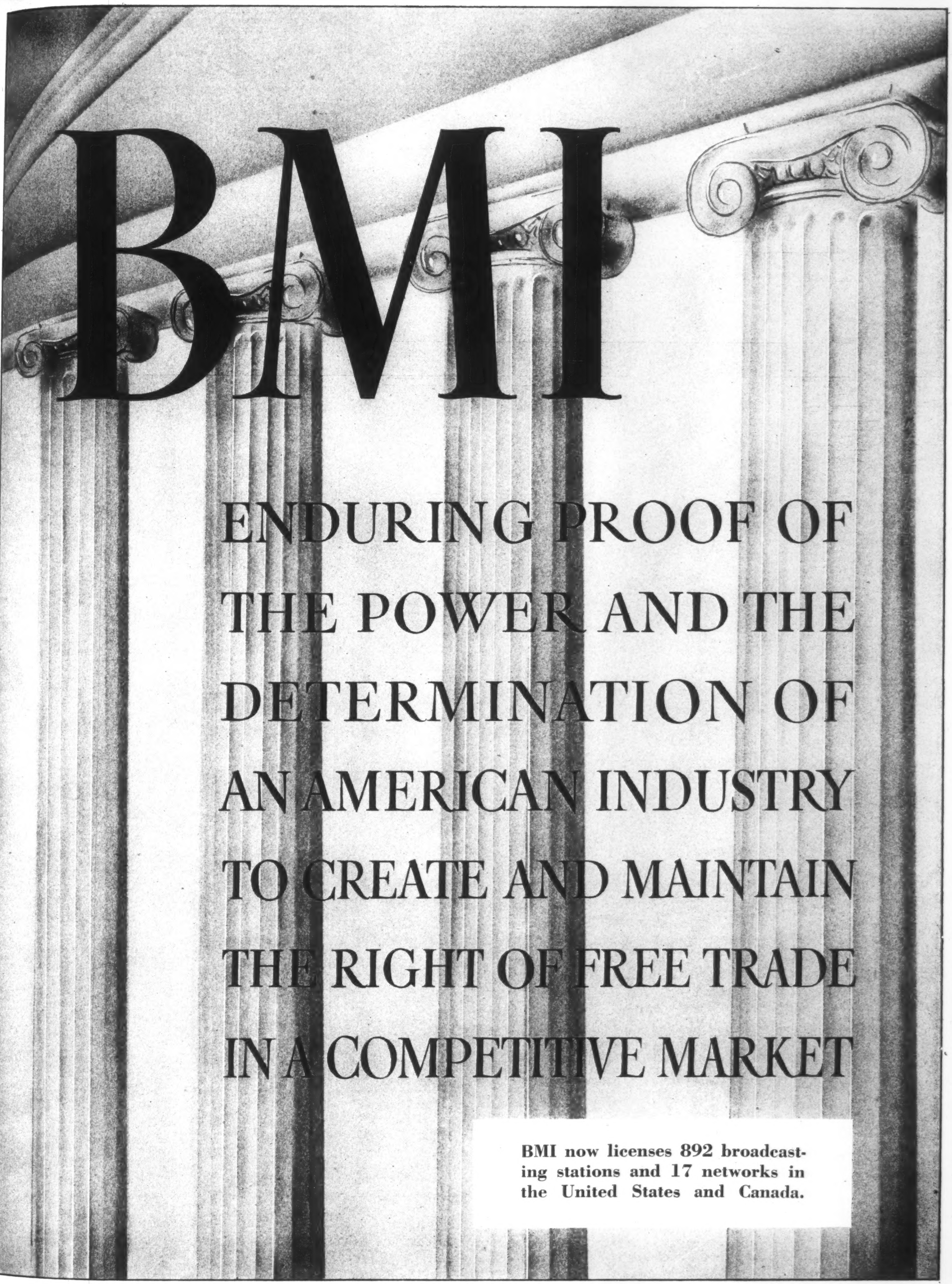
Directory of Transcription, Production and Related Services

(Continued from page 214)

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	NATURE OF SERVICE
Pearl-Tone Recording Studios	Des Moines, Ia.	Plymouth Bldg.	3-3626	Sidney J. Pearlman	Recording, air-checks, transcriptions
Peterson Radio Productions	New York City	1457 Broadway	Wisconsin 7-0069	William Smith	Production, scripts, (religious programs)
Photo & Sound Inc.	San Francisco, Cal.	153 Kearney St.	Exbrook 2103	Melvin S. Jacobus	Production, recording, sound slide films
Pittsburgh Star Radio Program	Pittsburgh, Pa.	904 Webster Ave.	Court 3797	A. Certo	Italian program
Poinsettia, Inc.	Pitman, N. J. Chicago, Ill. Louisville, Ky.	100 Cedar Ave. 4447 W. Irving Park Rd. 705 So. First St.	511 Palisade 5610 Wabash 3773	F. L. Pedrick L. H. Ottofy George Neville Jr.	Recording and processing, supplies
Polish Broadcasting Bureau	Buffalo, N. Y.	754 Fillmore Ave.	Cleveland 6876	Joseph F. Mikolajczak	Polish features
Ralph L. Power	Los Angeles, Cal.	Van Nuys Bldg.	Madison 5617	Ralph L. Power	Buys transcriptions & scripts for export; sells Australian-produced transcriptions & scripts
Premier Radio Enterprises Inc.	St. Louis, Mo.	1218 Olive St.	Garfield 3395	H. S. Somson	Recording, production, scripts
George Logan Price Inc.	Los Angeles, Cal.	946 S. Normandie Ave.	Federal 7372	G. L. Price	Production, transcriptions, scripts
Rai Purdy Productions	Toronto, Ont.	37 Bloor St., W.	Randolph 7200	E. W. Edge	Production, scripts
Radio Centre Ltd.	Toronto, Ont.	74 Wellington St., W.	Waverly 2036	D. Spencer Grow	Recording
RCA Mfg. Co. Inc. (RCA Victor Division, Recording Dept.)	Camden, N. J. New York City Chicago, Ill. Hollywood, Cal.	Front & Cooper Sts. 155 E. 24th St. 445 N. Lake Shore Dr. 1016 No. Sycamore Ave.	Camden 8000 Murray Hill 4-6200 Whitehall 4600 Hillside 5171	Frank B. Walker George L. Keane A. E. Hindle Harry Meyerson	Transcriptions, phonograph records, recording
Radio Events, Inc.	New York City	535 Fifth Ave.	Murray Hill 6-3487	Joseph M. Koehler	Production, scripts
Radio Features of America	New York City	37 W. 46th St.	Bryant 9-9622	Oliver W. Nicoll Alma Sandra Munsell	Production, scripts, talent
Radio Merchandising Service	Chicago, Ill.	520 N. Michigan Ave.	Superior 4627	James A. Iago	Spot announcements
Radio Producers of Hollywood	Hollywood, Cal.	930 No. Western Ave.	Hollywood 6506	Lou R. Winston	Production, transcriptions
Radio Productions	New York City	52 Vanderbilt Ave.	Murray Hill 4-6148	Allen Funt	Packaged & syndicated programs
Radio Programme Producers	Montreal, Que.	1440 St. Catherine St., W.	Marquette 1183	Paul L'Anglais	Production, recording, scripts
Radio Receiving Record Co.	Providence, R. I. San Diego, Cal.	304 Smith St. 2172 Front St.	Dexter 4081 Main 7552	Lewis A. McGowan Jr. Eleanor Osborne	Recording service
Radio Recorders Inc.	Los Angeles, Cal.	932 No. Western Ave.	Hollywood 3917	J. Joseph Sameth	Recording service, production
Radio Recording Studios	Chicago, Ill.	1244 W. Carmen Ave.	Edgewater 6461	Myron Bachman	Recording service, air-checks
Radio Recording Studios	New York City	1619 Broadway	Columbus 5-9037	A. Moran	Recording service
Radio Transcription Co. of America, Ltd.	Hollywood, Cal.	Hollywood Blvd & Cosmo St.	Hollywood 6928	Grace Gibson	Transcriptions, production
Radio Writers Laboratory	Lancaster, Pa.	53 N. Duke St.	2-1387	M. S. Miller	Scripts
Radiocraft Studios	Hollywood, Cal.	5968 Santa Monica Blvd.	Hollywood 9762	Francis Corby	Production, transcriptions, air-checks
Radioscript Productions Co.	New York City	1775 Broadway	Circle 7-2849	Maury Ascher	Production, scripts
Betty Raskin	New York City	489 Fifth Ave.	Murray Hill 2-2492	Betty Raskin	Talent
Rec-Art Recording Studio	Los Angeles, Cal.	1203 So. Main St.	Prospect 9232	Al Norman	Recording service
Reeves Sound Studios	New York City	1600 Broadway	Circle 6-6686	Hazard E. Reeves	Transcriptions, phonograph records, off-the-air recordings
Religious News Service	New York City	381 Fourth Ave.	Murray Hill 3-8246	Louis Minsky	Syndicated religious news scripts
Robinson Recording Laboratories	Philadelphia, Pa.	35 S. Ninth St.	Walnut 6800	W. P. Robinson	Recording service, production
Rockhill Radio Inc.	New York City	18 E. 50th St.	Eldorado 5-1860	Stanley J. Wolf	Production
Rodeheaver-Bennett Radio Production	Chicago, Ill.	Daily News Bldg.	Central 9842	Walter F. Bennett G. L. Brown	Transcriptions, production, religious and syndicated programs
Norman Ross Inc.	Chicago, Ill.	605 No. Michigan Ave.	Superior 2168	Norman Ross	Production, talent
Allen Roth	New York City	48 W. 48th St.	Longacre 3-3836	Allen Roth	Talent
Royal Recording Co.	Berkeley, Cal.	601 Ashby Ave.	Ashberry 5453	Don Hambly	Recording service
Art Rush Inc.	Beverly Hills, Cal.	....	Crestview 1-2165	Art Rush	Talent, production
Jack Salter Artist Management Inc. (Division of Columbia Concerts Inc.)	New York City	113 W. 57th St.	Circle 7-6900	Jack Salter	Talent
Saltimieras Radio Advertisers	Chicago, Ill.	6912 So. Western Ave.	Prospect 4050	Paul B. Saltimieras	Transcriptions, production, scripts, (Lithuanian programs)
James L. Saphier Agency	Hollywood, Cal.	6331 Hollywood Blvd.	Hollywood 7211	James L. Saphier	Production, talent
G. Schirmer Inc.	New York City	3 E. 43rd St.	Murray Hill 2-8100	R. V. Hyndman	Recording service
Schramm Studios	New Orleans, La.	4000 Canal St.	Galvez 5914	Joseph C. Schramm	Recording service, production
Bernard L. Schubert Inc.	New York City	501 Madison Ave.	Plaza 8-0771	Bernard L. Schubert	Production
The Script Library	New York City	535 Fifth Ave.	Murray Hill 6-3487	Martin Lawrence	Scripts
Sellers Inc.	Dallas, Tex.	912 Commerce St.	Central 5292	J. E. Sellers	Production, recording, scripts
Myron Selznick Ltd.	Beverly Hills, Cal. New York City	9700 Wilshire Blvd. 610 Fifth Ave.	Crestview 1-9171 Circle 7-6200	Joe C Donohue Bruce Powell	Talent, production
Service Programs Inc.	New York City	535 Fifth Ave.	Murray Hill 6-3489	Gladys Miller	Scripts
Shaffer-Waible Radio Productions	New York City	400 E. 56th St.	Eldorado 5-2372	Lloyd Shaffer Fred Waible	Production, scripts
Max Shagrin Agency	Hollywood, Cal.	6253 Hollywood Blvd.	Granite 5171	Max Shagrin	Talent
Mary L. Shank	New York City	1619 Broadway	Columbus 5-1332	Mary L. Shank	Latin American talent
Stephen Slesinger	New York City	247 Park Ave.	Eldorado 5-2544	Stephen Slesinger	Production
Edward Sloman Productions	Hollywood, Cal.	8782 Sunset Blvd.	Crestview 1-2242	Edward Sloman	Production, transcriptions

(Continued on Page 218)



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Directory of Transcription, Production and Related Services

(Continued from page 216)

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	NATURE OF SERVICE
The Small Co.	Hollywood, Cal.	8272 Sunset Blvd.	Hollywood 2722	Reuben Smolen	Talent
J. Hall Smith Recording Studios	Detroit, Mich.	Madison Theatre Bldg.	Cherry 6550	J. Hall Smith	Recording service, production, scripts
Harry Smith Recordings	New York City	2 W. 46th St.	Medalion 3-2997	Robert E. Schelling	Recording service
Sound Studios Inc.	Washington, D. C.	1124 Vermont Ave.	Republic 1934	Robert J. Coar	Recording service (vertical & lateral), production, scripts
Sound Workshop	Los Angeles, Cal.	445 So. La Cienega Blvd.	Bradshaw 2-1233	Robert E. Grey	Recording service, transcriptions, air-checks
Henry Souvaine Inc.	New York City	30 Rockefeller Plaza	Circle 7-5666	David Hale Halpern	Production, scripts, talent
Speedy-Q-Sound Effects	Los Angeles, Cal.	1344 So. Flower St.	Prospect 2035	Philip Johnson	Recorded sound effects
Spot Film Productions	New York City	339 E. 48th St.	Plaza 5-0303	Clarence Schmidt	Sound-on-film recordings
Stage 8	Hollywood, Cal.	6530 Sunset Blvd.	Hillside 5915	Patrick Michael Cunning	Production, transcriptions
Standard Radio, Inc.	Hollywood, Cal. Chicago, Ill. Dallas, Tex. Seattle, Wash.	6404 Hollywood Blvd. 360 No. Michigan Ave. P. O. Box 933 White-Henry-Stuart Bldg.	Hillside 0188 State 3153 Central 3350 Main 6626	Gerald King Milton M. Blink Herbert Denny Hal Pearce	Transcription library, transcriptions
Star Radio Programs Inc.	New York City	250 Park Ave.	Plaza 3-4991	Daniel C. Studin	Scripts
Frank Stempel Agency	Hollywood, Cal.	8736 Sunset Blvd.	Crestview 6-5774	Frank Stempel	Talent
Douglas F. Storer	New York City	RKO Bldg.	Circle 7-1150	John Curtiss	Production, talent
Studio & Artists Recorders	Hollywood, Cal.	6107 Sunset Blvd.	Hillside 8241	Lewis Finston	Recording, air-checks
Edwin Strong Inc.	New York City	71 W. 45th St.	Bryant 9-5758	John J. Kelly	Recording, transcription, production
Superman Inc.	New York City	480 Lexington Ave.	Plaza 3-0740	Robert Maxwell	Production, scripts, transcriptions
H. N. Swanson Inc.	Hollywood, Cal.	8523 Sunset Blvd.	Crestview 1-5115	Ruth Gidlow	(Writers only)
Technisonic Recording Laboratories	St. Louis, Mo.	818 So. Kingshighway	Franklin 2060	C. E. Harrison	Recording service, production
Transamerican Broadcasting & Television Corp.	New York City	1 East 54th St.	Plaza 5-9800	John L. Clark	Transcription, production
Transcribed Radio Shows	New York City	2 W. 47th St.	Longacre 5-3440	E. Mack	Recording, scripts, production, transcriptions
Transtudio Corp.	Buffalo, N. Y.	473 Virginia St.	Cleveland 1160	James W. Gillis Jr.	Recording service, production, scripts
United Artists Bureau	Des Moines, Ia.	1162 Sixth Ave.	4-5553	Bob Eaton	Recording service, production
United Broadcasting Co.	Chicago, Ill.	201 N. Wells St.	Andover 1685	Egmont Sonderling	Production, recording service
United Feature Syndicate	New York City	220 E. 42nd St.	Murray Hill 2-3020	George A. Carlin	Newspaper features adaptable to broadcasting
United Sound Systems	Detroit, Mich.	5840 Second Blvd.	Trinity 2-9384	James V. Siracuse	Recording service, scripts, production
United States Recording Co.	Washington, D. C.	1121 Vermont Ave., N. W.	District 1640	Joseph Tait	Recording service
United Transcribed System	Toronto, Ont.	14 McCaul St.	Adelaide 5112	John H. Part	Production, recording service, scripts
Universal Radio Productions	Chicago, Ill.	737 N. Michigan Ave.	Delaware 1756	R. E. Burke	Production
Universal Recording Co. Inc.	New York City	1270 Sixth Ave.	Circle 5-4895	Allen Best	Recording service
Urab Recording Studio	New York City	245 W. 34th St.	Chickering 4-3314	....	Recording service
Thomas J. Valentino, Inc.	New York City	1600 Broadway	Circle 6-4675	Thomas J. Valentino	Recording service, sound-effect records
Rudy Vallee Presents Inc.	Hollywood, Cal.	8820 Sunset Blvd.	Crestview 15169	Mannie Lowy	Talent
Video & Sound Enterprises	Omaha, Neb.	Box 517	Atlantic 4200	Franklin O. Pease	Recording service
Frank W. Vincent Agency	Beverly Hills, Cal.	242 N. Canon Drive	Crestview 6-2041	Frank W. Vincent	Talent
Robert Vincent, Inc.	New York City	485 Madison Ave.	Plaza 3-2248	Robert Vincent	Production
Owen Vinson & Co.	Chicago, Ill.	360 N. Michigan Ave.	Central 6769	Owen Vinson	Production, scripts
A. George Volck Inc.	Beverly Hills, Cal.	9441 Wilshire Blvd.	Crestview 6-3121	A. George Volck	Talent & writers
Waxelbaum & Co.	New York City	132 W. 43rd St.	Pennsylvania 6-0043	B. Waxelbaum	Jewish radio programs
Carl Wester & Co.	Chicago, Ill.	360 No. Michigan Ave.	Randolph 6922	Carl W. Wester	Production
Austin Wilder	New York City	745 Fifth Ave.	Plaza 3-8034	Austin Wilder	Talent
Fletcher Wiley Productions	Hollywood, Cal.	Columbia Square	Hollywood 1212	Fletcher Wiley	Syndication of Housewives' Protective League
Joe Williams	New York City	1650 Broadway	Circle 5-9422	Joe Williams	Talent
Alice Blaine Wolf	New York City	9 St. Lukes Place	Walker 5-5591	Alice Blaine Wolf	Scripts
Wolf Associates Inc.	New York City Hollywood, Cal.	RKO Bldg. 1491 No. Vine St.	Circle 7-4885 Gladstone 0676	Edward Wolf L. Wolfe Gilbert	Production
World Broadcasting System Inc.	New York City Chicago, Ill. San Francisco, Cal. Hollywood, Cal. Washington, D. C.	711 Fifth Ave. 301 E. Erie St. 1050 Howard St. 1000 N. Seward St. Wardman Park Hotel	Wickersham 2-2100 Superior 9114 Douglas 3310 Hollywood 6321 Columbia 2000	Percy L. Deutsch Read Wight C. C. Langevin Pat W. Campbell Harold A. Lafount	Transcription Library, transcriptions, production, scripts, talent
World High Fidelity Recording Inc.	Montreal, Que.	1159 St. Lawrence Blvd.	Lancaster 8833	Aurele Boisvert	Recording service, film recording, production
World Talent Bureau (Unit of World Broadcasting System)	New York City	711 Fifth Ave.	Wickersham 2-2100	Charles Gaines	Talent
Ben Yost Enterprises	New York City	1650 Broadway	Circle 6-6532	Ben Yost	Production
Frederic W. Ziv Inc.	Cincinnati, O.	2436 Reading Rd.	University 6124	Frederic W. Ziv	Transcriptions, scripts, production, recording service
KMBC Artists Bureau	Kansas City, Mo.	Pickwick Hotel	Harrison 2650	James W. McConnell	Talent
KSTP Artists Bureau	St. Paul, Minn.	St. Paul Hotel	Cedar 5511	David P. Stone	Talent, production
WFAA-KGKO Artists Service	Dallas, Tex.	Santa Fe Bldg.	Riverside 9631	Martin B. Campbell	Production, talent
WFIL Broadcasting Co.	Philadelphia, Pa.	Widener Bldg.	Rittenhouse 6900	Roger W. Clipp	Recording service
WLS Artist Bureau	Chicago, Ill.	1230 Washington Blvd.	Monroe 9700	George R. Ferguson	Talent
WLW Promotions Inc. (Talent Booking Division)	9th & Elm Sts.	Cincinnati, O.	Cherry 1822	Bill McCluskey	Talent
WMCA Artists Bureau	New York City	1657 Broadway	Circle 6-2200	Charles S. Wilshin	Talent, production
WNEW Artists Bureau	New York City	501 Madison Ave.	Plaza 3-3300	Bernice Judis	Talent, production
WOR Program Service	New York City	1440 Broadway	Pennsylvania 6-8600	Nathan M. Abramson	Talent, production
WOR Recording Studios	New York City	1440 Broadway	Pennsylvania 6-1346	Ray S. Lyon	Recording service, production, scripts, talent
WSM Artists Service	Nashville, Tenn.	National Bldg.	6-7181	Ford Rush	Talent

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NATIONAL AND REGIONAL RADIO ADVERTISERS

And Their Agencies

United States and Canada

n. Network programs *rn.* Regional network programs *sa.* Local studio announcements *sp.* Local studio programs *t.* Transcriptions *ta.* Transcription announcements

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A

ABBOTTS DAIRIES, Philadelphia (milk). Agency: Richard A. Foley Adv., Philadelphia. *sp ne*

ABRAHAM & STRAUSS, Brooklyn, N. Y. (dept. store) *sa*

ACME BREWING Co., San Francisco. Agency: Emil Brisacher, Davis & Staff, San Francisco. *ta sa sp t n*

ACME FEEDS, Forest Park, Ill. Agency: Stack-Goble Adv. Agency, Chicago. *sa*

ACME WHITE LEAD & COLOR WORKS, Detroit (paint). Agency: Henri, Hurst & McDonald, Chicago. *n sp*

ADAM HAT STORES, New York (hat chain). Agency: Glicksman Adv. Co., N. Y. *n sa t ta*

J. N. ADAM & Co., Buffalo (dept. store). Direct. *sa sp*

ADAM, MELDRUM & ANDERSON Co., Buffalo (dept. store). *sp*

ADLER SHOES FOR MEN, New York (elevated shoes). Agency: Consolidated Adv. Agency, N. Y. *sa sp*

ADLERIKA Co., St. Paul (proprietary). Agency: Campbell-Mithun, Minneapolis. *sp*

AETNA LIFE INSURANCE Co., Hartford (and affiliates). Agency: Arthur Kudner Inc., N. Y. *ta*

AFFILIATED PRODUCTS, Jersey City (Edna Wallace Hopper cosmetics). Agency: Blackett-Sample-Hummert, N. Y. *n sp*

AGENCY FOR PRACTICAL CHRISTIANITY. Agency: Huber Hoge & Sons, N. Y. *t*

AGNEW-SURPASS SHOE STORES, Brantford, Ont. (chain) Agency: All-Canada Radio Facilities, Toronto. *t*

AIR TRANSPORT Co., New York (air-line services). Agency: Erwin, Wasey & Co., N. Y. *sa*

AIRCRAFT SPOTTERS GUILD New York (book). Agency: Huber Hoge & Sons, N. Y. *ta*

THE *AIRCRAFT TIMES*, Los Angeles. Direct. *sp*

AIRPORT GROUND SCHOOLS Inc., Hollywood (technical training). Agency: West-Marquis, Los Angeles. *t ne sa*

AKRON SAVINGS & LOAN Co., Akron. Direct. *sp*

ALASKA STEAMSHIP Co., Seattle. Agency: Beaumont & Hohman, Seattle. *sp sa*

ALBERS BROS. MILLING Co., Seattle (Albers Flapjack flour, Friskies). Agencies: Erwin, Wasey & Co., Chicago; Lord & Thomas, San Francisco. *t rn sp sa*

ALBERS PACKING Co., Riverside, Cal. (ripe olives). Agency: Brisacher, Davis & Staff, Los Angeles. *sp*

ALBER'S SUPER MARKET, Cincinnati. *sp*

ALKINE LABS., New Brunswick, N. J. (Flemolyn cough remedy). Agency: Redfield-Johnstone, N. Y. *sa*

ALLCOCK MFG. Co., New York (porous plaster). Agency: Small & Seiffer, N. Y. *ta*

ALLIANCE BOOK Corp., New York. *sa*

ALLIED MILLS, Fort Wayne, Ind. (Wayne poultry & livestock feeds). Agency: Louis E. Wade Inc., Fort Wayne. *ta t sa*

ALLIED TRADE SCHOOLS, Chicago. Agency: Engle Adv., Chicago. *sp*

ALLIS-CHALMERS MFG. Co., Milwaukee (agricultural machinery). Agency: Bert S. Gittins Adv. Co., Milwaukee. *n sa sp*

ALL-STATE INSURANCE Co., Chicago. Agency: E. H. Brown Adv. Agency, Chicago. *sa sp*

ALMS & DOEPKE, Cincinnati (dept. store) *sp*

ALPINE COFFEE Co., San Francisco. Agency: Leon Livingston, San Francisco. *sp*

ALTON BOX BOARD Co., Alton, Ill. Agency: Olian Adv. Co., St. Louis. *sa*

ALUMINUM GOODS Mfg. Co., Manitowoc, Wis. (Mirro utensils). *sp*

ALUMINUM INDUSTRIES Inc., Cincinnati. Agency: Keelor & Stites, Cincinnati. *sp*

AMB-A TIP CIGAR Co., Baltimore (Earl Marshall Amber Tip cigars). Agency: Milton Adv., Baltimore. *sp*

FRED W. AMEND Co., Danville, Ill. (Chuckles candy). Agency: George H. Hartman Co., Chicago. *sa*

AMERICAN AIRCRAFT INSTITUTE, Chicago (trade school). Agency: M. A. Ring Co., Chicago. *sp sa*

AMERICAN BIRD PRODUCTS, Chicago (bird food). Agency: Weston-Barnett, Chicago. *sp n t*

AMERICAN BREWING Co., New Orleans (Regal beer). Agency: Walker Saussy, Adv., New Orleans. *n sp*

AMERICAN CAN Co., New York (Keg-lined beer cans). Agency: Young & Rubicam, N. Y. *n*

AMERICAN CHICLE Co., Long Island City, N. Y. (chewing gum). Agencies: Badger, Browning & Hersey, N. Y.; Grant Adv., N. Y. *ta t sp sa n*

AMERICAN CIGARETTE & CIGAR Co., New York (Pall Mall). Agency: Ruthrauff & Ryan, N. Y. *sa n ta sp*

AMERICAN CRANBERRY EXCHANGE, New York (Eatmor cranberries). Agency: BBDO, N. Y. *sa*

AMERICAN EXPRESS Co., New York (delivery service). Agency: Caples Co., New York. *sa*

AMERICAN FELT SLIPPER Co., New York. Direct. *sp*

AMERICAN FILM STUDIOS, LaCrosse, Wis. (film developing). Agency: Schaffer Brennan Margulis Adv. Co., St. Louis.

AMERICAN FRUIT GROWERS, Pittsburgh (Blue Goose). Agency: Walker & Downing, Pittsburgh. *sa*

AMERICAN HOME PRODUCTS Corp., Jersey City (holding company for Affiliated Products, Anacin Co., Bi-So-Dol Co. 3-in-1 Oil Co., A. S. Boyle Co., Kolynos Co., Mystic Labs., Blackstone Products Co.; Petrologar Labs., John Wyeth & Bros., Wyeth Chemical Co. Agencies: Blackett-Sample-Hummert, N. Y. (Black Flag, Kolynos, Bisodol): John F. Murray Adv. Agency, N. Y. (Anacin). *sa ne sp t n*

AMERICAN INDUSTRIAL SALVAGE COMMITTEE, New York. McCann-Erickson, N. Y. *sa*

AMERICAN INST. OF FOOD PRODUCTS, New York. Agency: Scheck Adv. Agency, Newark. *sp.*

AMERICAN IRON & STEEL INSTITUTE, New York. Agency: McCann-Erickson, New York. *ta*

AMERICAN KITCHEN PRODUCTS Co., New York. Agency: Raymond Spector Co., New York. *sa*

THE AMERICAN LABOR PARTY, New York. *sp*

AMERICAN MOLASSES Co., New York (Grandma's syrup). Agency: Charles W. Hoyt Co., N. Y. *sa n sp*

AMERICAN OIL Co., Baltimore (Amoco gas). Agency: Joseph Katz Co., Baltimore. *ne n sa sp*

AMERICAN POP CORN Co., Sioux City, Ia. (Jolly Time popcorn). Agency: Buchanan-Thomas Adv. Co., Omaha. *sp sa t ta*

AMERICAN POULTRY JOURNAL, Chicago. Agency: Schaffer Brennan Margulis Adv. Co., St. Louis.

AMERICAN POWER & LIGHT SUBSIDIARIES, Seattle (public utility). Agency: McCann-Erickson, San Francisco. *sp*

AMERICAN PRODUCTS Co., Cincinnati (Z n l food and toilet products. Jiffy wax. Veeco wax remover). Agency: E. H. Brown Adv. Agency: Chicago. *t n sp*

AMERICAN SAFETY RAZOR Corp., Brooklyn (Gem blades). Agency: Federal Adv. Agency, N. Y. *sa n sp*

AMERICAN SCHOOL, Chicago (home study courses). Agencies: Equity Adv., New York; Buchanan & Co., Chicago, *ne sa sp*

AMERICAN SERVICE PIN Co., American flags). Agency: Northwest Radio Adv. Corp., Seattle. *sa*

AMERICAN TELEPHONE & TELEGRAPH Co., New York. Agency: N. W. Ayer & Son, N. Y. *t ta sa sp rn*

AMERICAN TOBACCO Co., New York. Agencies: Lord & Thomas (Lucky Strike, Roi Tan, Half & Half). L. H. Hartman Co., N. Y. (Herbert Tareyton); Ruthrauff & Ryan, N. Y. (Pall Mall). *n t ta sa sp*

AMERICAN WRITING MACHINE Co., New York (typewriters). Agency: Leeford Adv. Agency, N. Y. *sa*

ANACIN Co., Chicago (headache tablets). Agency: Blackett-Sample-Hummert, Chicago. *n t sp*

ANDES CANDIES, Chicago. Direct. *sa*

ANGLO CALIFORNIA NATL. BANK. San Francisco. Agency: Ruthrauff & Ryan, San Francisco. *sa*

APPLIED MERCHANDISING Inc., New York (candy bars). Agency: Mason, Au & Magenheimer, N. Y. *sa*

THE AQUARIUM RESTAURANT, New York. *sa*

K. ARAKELIAN Inc., New York (wines). Agency: Adrian Bauer Adv. Agency, Philadelphia. *sp ta*

ARCADY FARMS MILLING Co., Chicago (livestock & poultry feeds). Agency: Presba, Fellers & Presba, Chicago. *ne sa t*

ARDEN FARMS Co., Los Angeles (ice cream). Agency: Productive Adv. Agency, Los Angeles. *sa*

ARGUS Inc., Ann Arbor, Mich. Agency: Guy C. Core Co., Jackson, Mich. *sa*

ARLINGTON & WASHINGTON PARK JOCKEY CLUBS. Agency: Schwimmer & Scott, Chicago. *sa*

ARMOUR & Co.. Chicago (Treet, Perk). Agency: Lord & Thomas, Chicago. *sa t sp ta*

ARMSTRONG CORK Co., Lancaster, Pa. (rugs). Agency: BBDO, N. Y. *n sp*

ARONSON - CAPLIN Co., New York (underwear). Agency: Grey Adv., N. Y.

ART METAL WORKS, New York (Ronson lighters). Agency: Cecil & Presbrey, N. Y. *sa sp*

ARVEY Corp., Chicago (R-V Lite glass substitute). Agency: First United Broadcasters, Chicago. *sa*

ASSOCIATED DENTAL SUPPLY Co. San Francisco (Painless Parker tooth powder, paste). Agency: McCann-Erickson, San Francisco. *sp ne*

ASSOCIATED FUR INDUSTRIES, Chicago. Agency: Robert Kahn & Assoc., Chicago. *sa*

ASSOCIATED LABS., Long Island City (Vitamin Quota, Kelpamalt). Agencies: Benson & Dall, Chicago; Grady & Wagner, N. Y. *sa*

ASSOCIATED OIL Co., Agency: Lord & Thomas, San Francisco. *sp*

ATLANTIC BREWING Co., Chicago (Tavern Pale beer). Agency: Weiss & Geller, Chicago. *sa*

ATLANTIC MACARONI Co., Long Island City, N. Y. Agency: Prudential Adv. Agency, N. Y. *sa*

ATLANTIC REFINING Co., Philadelphia (White Flash gasoline, oil). Agency: N. W. Ayer & Son, Philadelphia. *n sa sp*

ATLANTIC YEAST CORP., Brooklyn. Direct. *sp*

ATLANTIS SALES CORP., Rochester, N. Y. (mustard, barley & groats). Agency: J. Walter Thompson Co., N. Y. *sa*

ATLAS BREWING Co., Chicago (beer). Agencies: Craig Dennison & Co., Chicago; McCann-Erickson, Detroit; Arthur Meyerhoff, Chicago. *sa ne sp*

ATLAS CANNING Co., Glendale, N. Y. (Rex New Miracle dog food). Agency: Director & Lane, N. Y.

ATLAS IMPORT & EXPORT Co., Philadelphia (wine). Agency: Philip Klein, Philadelphia. *sa*

ATLAS MUTUAL BENEFIT ASSN., Wilmington. Agency: Shaffer, Brennan, Margulis Adv. Co., St. Louis. *sp*

AURORA PRODUCTS Co., Cleveland (American Star skin lotion). Agency: Ray Taylor & Assoc., Cleveland. *sa*

AUSTIN STUDIOS, Los Angeles (photographers). Agency: Glasser-Gailey & Co., Los Angeles. *n sp*

AUSTIN TECHNICAL INSTITUTE, Newark (home study course in blue print reading). Agency: Emil Mogul Co., New York. *sa*

AUTOCAR Co., Ardmore, Pa. Agency: Gray & Rogers, Philadelphia. *sp*

AVALON LANE Co., New York. Agency: Director & Lane, New York. *sa*

AVOSET INC., San Francisco (canned cream). Agency: Botsford, Constantine & Gardner, San Francisco. *ta sp sa*

AXTON-FISHER TOBACCO Co., Louisville (All Americans, 20 Grand). Agencies: Weiss & Geller, Chicago; McCann-Erickson, Chicago; Blackett-Sample-Hummert, Chicago. *sp n sa*

B

B. C. REMEDY Co., Durham, N. C. (proprietary). Agencies: Harvey-Massengale Co., Atlanta; Chas. W. Hoyt Co., N. Y. *sa sp*

B. T. BABBITT Co., New York (Bab-O cleanser). Agencies: Blackett-Sample-Hummert, N. Y.; Maxon Inc., N. Y.; Duane Jones Co., N. Y. *sa n t sp*

BABCOCK & WILCOX Co., New York (steam boilers). *sp*

MRS. BAIRD'S BAKERY, Fort Worth. Agency: Tracy-Locke-Dawson, Dallas. *sa*

C. H. BAKER & Co., Los Angeles (shoe chain). Agency: Garfinkel Adv. Agency, Los Angeles. *sa*

BAKERS LIFE & CASUALTY Co. (family insurance). Agency: United Adv. Cos., Chicago.

BALBO OIL Co., Brooklyn (edible oil). Agency: Commercial Radio, New York. *sp*

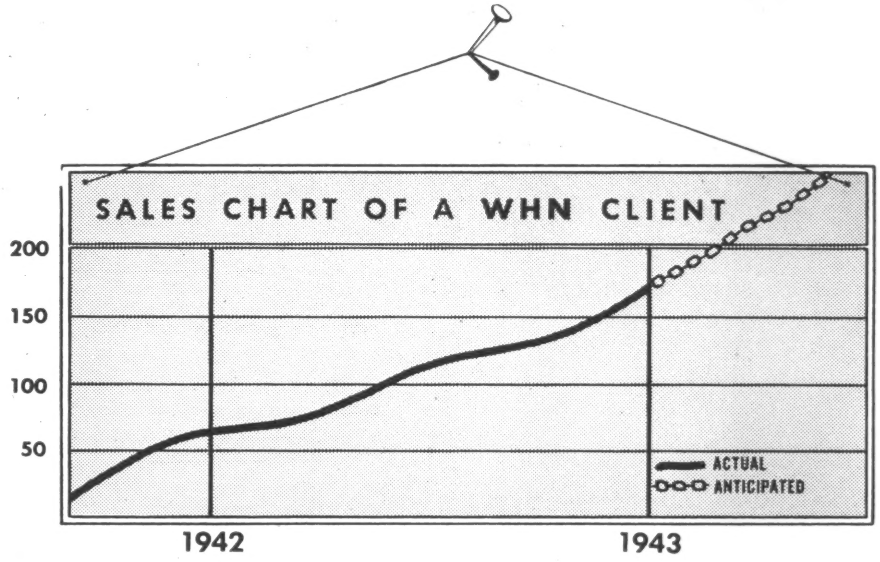
BALDWIN HILLS PROPERTIES. Los Angeles (Baldwin Hills Village). Agency: Hixson-O'Donnell Adv. Inc., Los Angeles. *sp*

BALL BROS. Co., Muncie, Ind. (bottle caps, jars). Agency: Applegate Adv. Agency, Muncie, Ind. *sa*

P. BALLANTINE & SONS, Newark (beer). Agency: J. Walter Thompson Co., N. Y. *sa ta sp n*

BALTIMORE GOSPEL TABERNACLE, Baltimore. Agency: Fred Wellman Co., Chicago. *sp*

BALTIMORE TRANSIT Co.. Baltimore. Agency: Van Sant, Dugdale & Co., Baltimore. *sa*



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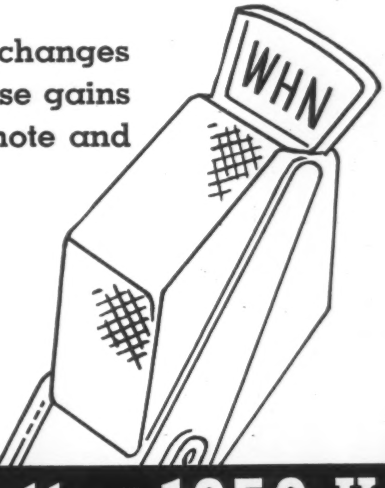
For the prime reason for **WHN's** healthy increase in food billings, we refer you to the upward sales charts on the walls of our clients' offices... all of our clients, including those who sell cigarettes and drugs, war bonds and soap.

And in 1943... with marketing shifts and product changes ... you have reason to hold, consolidate... increase gains in America's biggest and richest market. To promote and protect your product in the New York market, use **WHN** and get ***prime results.***



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DIRECTORY OF 1942 NATIONAL-REGIONAL RADIO ADVERTISERS

L. BAMBERGER & Co., Newark, department store. Agency: Victor van der Linde, Inc., New York. *sp*

BANK OF AMERICA NATIONAL TRUST & SAVINGS ASSN., San Francisco. Agency: Charles R. Stuart, San Francisco, and direct. *rn sp ta sa*

BARBARA ANN BAKING Co., Los Angeles (bread). Agencies: Heintz Pickering & Co., Los Angeles; Scholts Adv. Service, Los Angeles. *sp*

BARBASOL Co., Indianapolis (shaving cream). Agency: Erwin, Wasey & Co., N. Y. *n ne sa sp ta*

BARKER FOOD PRODUCTS Co., Los Angeles (dehydrated soups). Agencies: Glasser-Gailey & Co., Los Angeles; Erwin, Wasey & Co., Los Angeles. *sp*

BARNES & NOBLE, New York (books). *sa*

BARNEY'S CLOTHES, New York. Agency: Emil Mogul & Co., N. Y. *sa sp ne*

BARRICINI CANDY Co., Long Island City (candies). Agency: Kind Adv., New York. *sp*

BASIC FOODS Inc., Los Angeles (vitamin products). Agency: Elucidator Publications Inc., Hollywood. *sp*

BATA SHOE Co., Frankford, Ont. Agency: J. J. Gibbons, Toronto. *sa*

BATEMAN-EICHLER & Co., Los Angeles (stocks, bonds). Agency: Elwood J. Robinson Adv., Los Angeles. *ne*

BATHASWEET Corp., New York (Bathasweet). Agency: H. M. Kiesewetter Adv. Agency, N. Y. *sa sp n*

BAUER & BLACK, Toronto. Agency: Cockfield, Brown & Co., Toronto. *sa*

BAUSCH & LOMB OPTICAL Co., Rochester, N. Y. Agency: Direct. *sp*

BAYER Co., New York (Bayer's aspirin). Agency: Blackett-Sample-Hummert, N. Y. *n sp t*

BAYER-SEMESAN Co., Wilmington, Del. (seed innoculator). Agency: Thompson-Koch Co.. Cincinnati. *sa*

BAYUK CIGARS, Philadelphia (Havana Ribbon cigars). Agency: Ivey & Ellington, Philadelphia. *sa ne sp n t*

B. C. TREE FRUITS LTD., Vancouver (apples). Agency: Canadian Adv. Agency Ltd., Kelowna, B. C. *sa*

BEATRICE CREAMERY Co., Chicago (Meadow Gold ice cream and butter). Agency: Lord & Thomas, Chicago. *rn sp t sa*

BEAU BRUMMELL TIES Inc., Cincinnati, O. Agency: Key Adv. Co., Cincinnati. *sa*

DR. BEAUCHAMP DENTAL SERVICE, Los Angeles (dentist). Agency: Charles Stahl Adv. Agency, Los Angeles. *sp ne sa t*

BEAUMONT LABS., St. Louis (4-Way cold tablets, Vaporizing Rub). Agencies: H. W. Kastor & Sons, Chicago; Russel M. Seeds Co., Chicago. *sa ta sp ne*

BECKMAN FUR STORE, Los Angeles (retail). Agency: Glasser-Gailey Co., Los Angeles. *ne t*

BEEBE LABS., St. Paul (poultry vaccine). Agency: Campbell-Mithun Inc., Minneapolis. *ta*

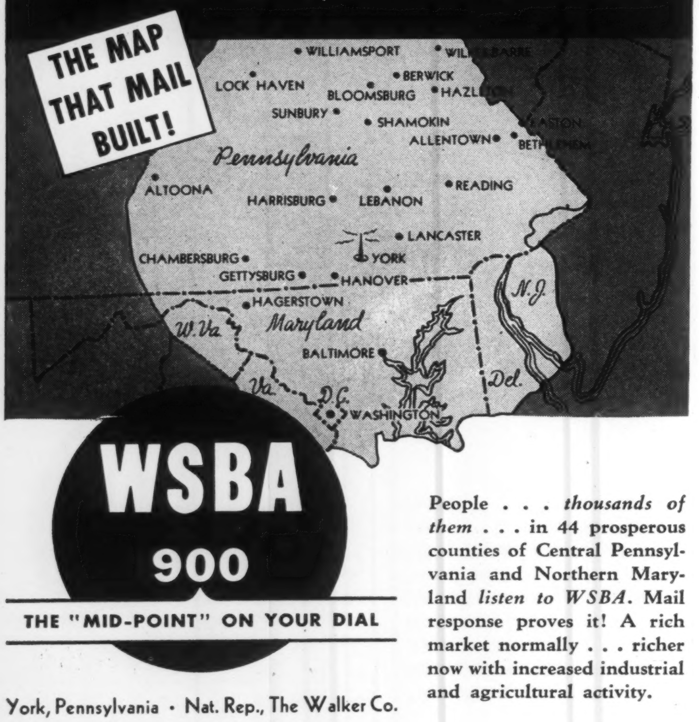
BEECHAM'S PILLS, Bloomfield, N. J. Agency: Atherton & Currier, N. Y. *sa*

BEECH-NUT PACKING Co., Canajoharie, N. Y. (chewing gum). Agency: Newell-Emmett Co., N. Y. *sa t n*

BEEMAN'S LABORATORY, Atlanta (BGO, BQR, remedies). Agency: Harvey Massengale Co., Atlanta. *sp ta*

PAUL F. BEICH Co., Bloomington, Ill. (Whiz candy bar). Agencies: Ferry-Hanly Co., Chicago; Kane Adv. Agency, Bloomington and direct. *sp rn.*

BEKINS VAN & STORAGE Co., Los Angeles. Agencies: Brooks Adv. Agency, Los Angeles; Charles N. Stahl Adv. Agency, Hollywood. *sa n ne*



The Time to Buy in Central Pennsylvania

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People . . . *thousands of them* . . . in 44 prosperous counties of Central Pennsylvania and Northern Maryland *listen to WSBA*. Mail response proves it! A rich market normally . . . richer now with increased industrial and agricultural activity.

BELFAST BEVERAGE Co., San Francisco (soft drinks). Agency: M. E. Harlan Adv., San Francisco. *ne sa*

BELGIAN INFORMATION CENTER, New York. Agencies: Gotham Adv., New York; Albert Frank-Guenther Law, N. Y. *ne sp t sa*

BELL BROOK DAIRIES, San Francisco (milk). Agency: Botsford, Constantine & Gardner, San Francisco. *ta*

BELL TELEPHONE Co., of Canada, Montreal (Yellow Directory Pages). Agencies: Lord & Thomas of Canada Ltd., Montreal; Cockfield, Brown & Co., Montreal. *sa*

BELL TELEPHONE SYSTEM, New York. Agency: N. W. Ayer & Son, N. Y. *n*

BELL TELEPHONE Co. of Penna., Pittsburgh (service). Direct. *sa*

DR. BELL WONDER MEDICINE Co., Kingston, Ont. Agency: Dominion Bcstg. Co., Toronto. *t*

BELMONT LABS., Detroit (Belo food products). Agency: Smith & Sweeney, N. Y.

BENDIX AVIATION Corp. South Bend. Agency: Buchanan & Co., New York. *sp n*

BENEFICIAL CASUALTY INSURANCE Co., Los Angeles. Agency: Stodel Adv. Co., Los Angeles. *sp ne t*

BEN-HUR PRODUCTS Inc:. Los Angeles (grocery products). Agencies: Theodore B. Creamer Adv., Los Angeles; Barton A. Stebbins Adv. *sp n ne*

BENRUS WATCH Co., New York. Agency: J. D. Tarcher & Co., N. Y. *sa*

BENSON & HEDGES, New York (Virginia Rounds). Agencies: Maxon Inc., N. Y.; Duane-Jones Co., N. Y. *sp ne sa*

BENSON SHOPS Inc., Los Angeles (women's chain apparel). Agency: Glasser-Gailey & Co., Los Angeles. *t sa*

BEPEP SALES Corp., Pittsburgh (vitamins). Agency: Wiltman & Pratt, Pittsburgh. *sa*

BERGHOFF BREWING Corp., Fort Wayne, Ind. Agency: L. W. Ramsey Co., Chicago. *sa ta*

BERKSHIRE KNITTING MILLS, Reading, Pa. (hosiery). Agency: Geare-Marston, Philadelphia. *sp sa*

BEST FOODS, New York (Hellman's mayonnaise, Nucoa, etc.). Agency: Benton & Bowles, N. Y. *n sa*

BETHLEHEM STEEL Co., Bethlehem, Pa., direct. *sp*

BEVERLY HILLS TRANSFER & STORAGE Co., Beverly Hills, Cal. Agency: Ted Factor Adv., Los Angeles. *sp*

BIBLE MISSION Co., New York. *sa*

BICKFORD'S, New York (restaurants). Agency: Roberts & Reimers, N. Y. *sa*

BIRMINGHAM ELECTRIC Co. *t*

BISCEGLIA BROS. WINE Corp., Philadelphia. Agency: J. M. Korn & Co., Phila. *sp ne*

BI-SO-DOL Co., New Haven, Conn. (Bi-So-Dol). Agency: Blackett-Sample-Hummert, Chicago. *n*

BITA-LIFE Co., Kansas City (Bita-Life). Agency: Merritt Owens Adv. Co., Kansas City. *ne*

BLATZ BREWING Co., Los Angeles. Agency: Lou Sterling & Assoc., North Hollywood. *sp*

BLOCK DRUG Co., Jersey City. Agencies: Redfield-Johnstone, N. Y.; Raymond Spector Co., N. Y. (Gold Medal Capsules); J. Walter Thompson, N. Y. (Dentu Grip). *ta t sp sa*

BLOOMINGDALE BROS., New York. Direct. *sa sp*

BLOUNT PLOW WORKS, Evansville, Ind. (Flexible cultivators). *ta*

BLUE BIRD POTATO CHIPS, Inc., Oakland, Cal. (Laura Scudder food products). Agency: Brisacher, Davis & Staff, Los Angeles. *sa*

BLUE JAY MFG. Co., Huntington, W. Va. (overalls). *sp*

BLUE RIBBON BOOKS, N. Y. (educational series). Agency: Northwest Radio Adv. Co., Seattle. *t sa*

BLUE SEAL EXTRACT Co., Cambrid Mass. (King orange soda). Agency: Go ston Co., Boston.

HARRY BLUM'S NATURAL BLOO Inc., Passiac, N. J. (cigars). Agency Lester Harrison Assoc., New York. *sa*

H. C. BOHACK Co., New York (Tender Beef). Agency: E. M. Freystadt Assoc N. Y. *sp sa*

BOHEMIAN DISTRIBUTING Co., L Angeles (Acme beer). Agency Brisache Davis & Staff, Los Angeles. *t ta sa*

BOLLE & DETZEL, New York (fur ture). Direct. *sa*

BOND CLOTHING STORES, N. Agency: Neff-Rogow, N. Y. *sa sp*

BOND STORES, New York (men clothes). Agency: Neff-Rogow, N. Y. *sa*

BON MARCHE DEPT. STORE, Seattle.

BONNE BELL COSMETICS Inc., Clev land, O. (Victory cosmetic stockings Agency: Belden & Maitland Inc., Clev land.

BOOKHOUSE FOR CHILDREN, Chicag Agency: Presba, Fellers & Presba, Chicag *sp sa*

BOOK LEAGUE OF AMERICA, New York (subsidiary of Doubleday-Doran & Co. N. Y.). Agencies: Huber Hoge & Son New York; Raymond Spector Co., N. Y. *sp sa*

W. E. BOOTH Co., Toronto (Selo Film). Agency: Lord & Thomas of Canada. *sp*

BORDEN'S ASSOCIATED COMPANIES, San Francisco (dairy products). Agencies: McCann-Erickson, San Francisco; Young & Rubicam. Hollywood. *sp*

BORDEN Co., New York (dairy products). Agencies: BBDO, N. Y.; Young & Rubicam, N. Y.; Pedlar & Ryan, N. Y. (Reid's Ice Cream). *n sp*

BOSCO Co., New York (milk amplifier). Agency: Kenyon & Eckhardt, N. Y. *sa sp*

BOST TOOTH PASTE Corp., New York. Agency: Erwin, Wasey & Co., N. Y. *sp ta*

BOSTON & MAINE RR., Boston (transportation). Agency: Harold Cabot & Co., Boston. *sa t*

BOTANY WORSTED MILLS, Passaic, N. J. (cleaning fluid). Agency: Alfred J. Silberstein Agency, N. Y. *sp ta*

BOVRIL (CANADA) LTD., Montreal (food). Agency: J. J. Gibbons Ltd., Montreal. *sa*

BOWEY'S, Chicago (Dari-Rich chocolate drink). Agency: Sorenson & Co., Chicago. *n sp*

A. S. BOYLE Co., Jersey City (Old English wax, Rug-Sta, Samoline, Fly Ded, Black Flag, 3-In-One oil). Agency: Blackett-Sample-Hummert, N. Y. *n sp*

A. S. BOYLE Co., Los Angeles (Harmony vitamins) (Pacific Coast branch). Agency: J. Walter Thompson Co., San Francisco. *ne sp sa*

WALTER N. BOYSEN Co., Oakland, Cal. (paint). Agency: Emil Reinhardt Adv., Oakland. *sa*

E. J. BRACH & SONS, Chicago (candy). Agency: U. S. Adv. Corp., Chicago. *sa*

BRANDRAM-HENDERSON LTD., Montreal (paints). Agency: Stanfield & Blaikie, Montreal. *ta*

BRASS RAIL RESTAURANTS, New York. Agency: Blackstone Co., N. Y. *sp*

BRAUN BAKING Co., Pittsburgh. Agency: W. E. Long Co., Chicago. *sp*

BREAKFAST CLUB COFFEE, Los Angeles. Agency: Lockwood-Shackelford Adv. Agency, Los Angeles. *sp sa*

BREUNER'S, Oakland, Cal. (furniture). Agency: Emil Reinhardt Adv., Oakland. *sa*

BREWING CORP. OF AMERICA, Cleveland (Black Label). Direct. *sp t*

BREYER ICE CREAM Co., Philadelphia. Agency: McKee & Albright, Philadelphia. *sa*

C. A. BRIGGS Co., Cambridge, Mass. (H. B. cough drops). Agency: Horton-Noyes Co., Providence. *sa ta sp*

L. S. BRIGGS Inc., Baltimore (meat). Agency: Courtland D. Ferguson Inc., Baltimore. *sa*

WHAT'S WHAT IN *Boston*

Week AFTER *Week*
WCOP'S
influence is getting More and More
POWERFUL!

1. WCOP plays 3 roles in campaigns: (a) primary force by itself, (b) supporting force with others, (c) mopping up force.
2. WCOP has proven to be the most convenient and economical testing station in the East.
3. WCOP has been selected as a key station in the Atlantic Coast Network.
4. WCOP has much more than time to sell . . . it is a constructive force in the life of Boston.
5. WCOP merchandises advertisers' programs. Ask us to tell you how!
6. WCOP has done an outstanding job selling WAR BONDS . . . it can sell for you, too!
7. WCOP has attracted top-notch public spirited executives to its microphone. Do you know why?
8. WCOP coordinates radio technique with selling ability to make programs pay a profit.
9. WCOP has 117 accounts on its airways this week . . . and more are added weekly.
10. WCOP averages 584 letters each week of fan mail alone . . . and going higher every week.
11. WCOP consistently receives testimonials unsolicited from advertisers . . . want to see them?
12. WCOP is getting more and more radio dollars from more and more advertisers . . . do YOU know why?
13. WCOP has grown faster in sales and audience in proportion than any other Boston station.
14. WCOP has a few choice availabilities NOW for immediate taking . . . but better hurry!
15. WCOP belongs on your advertising schedule for 117 reasons . . . shall we enumerate them for you?
16. WCOP has what it takes to put a feather in the cap of any time buyer. Just ask us.
17. WCOP has a plan and program to fit your very needs . . . yours for the asking.
18. WCOP will give you more, dollar for dollar, than any station in the East . . . make us prove it!
19. WCOP stands on its own feet, as a test station or part of a campaign. Let's show you how!
20. WCOP is Boston's family station . . . when you're selling families, buy WCOP!
21. WCOP does a full time job, whether it's a spot or a full hour . . . we can back that up!
22. WCOP has sold everything from a magazine to a mattress . . . what have YOU to sell?
23. WCOP can make your story another Boston success story . . . just ask us for the plot!
24. WCOP definitely belongs to Boston . . . and you can get its listeners to belong to you.

WCOP BELONGS ON YOUR *Schedule*

ATLANTIC COAST NETWORK, INC.
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Amicizia
Freindshaft
Przyjazn
Amistad
Freundschaft

FRIENDSHIP is spelled differently in every language but 5,000,000* listeners in greater New York have learned to identify WBNX as the FRIENDLY VOICE of their own tongue. All of which adds up to proven sales satisfaction for national and regional advertisers in the world's richest market. For effective yet economical coverage of metropolitan New York, WBNX is an outstanding value.

Over 70% of New York's population is foreign born or of foreign parentage.

Winner of the PEABODY CITATION for Public Service to Foreign Language Groups.

WBNX
5000 Watts
New York City

FOR OFFENSE FOR DEFENSE *Buy U.S. Bonds Today*

1942 NATIONAL-REGIONAL RADIO ADVERTISERS

BRISTOL-MYERS Co., New York (Sal Hepatica, Ipana toothpaste, etc.) Agencies: Young & Rubicam, N. Y. (Minit Rub, Ipana, Sal Hepatica); Pedlar & Ryan, N. Y. (Rubberset products, Ingram's shaving cream, Vitalis hair tonic, Mum). *n sp t ne*

BRITISH-AMERICAN OIL Co., Toronto (gasoline). Agency: J. Walter Thompson Co., Toronto. *sp*

BRITISH COLUMBIA ELECTRIC RAILWAY Co. Ltd., Vancouver. Agency: Gourlay Adv., Vancouver. *ne sp*

BROADWAY DEPT STORE, Los Angeles. Agency: Lee Ringer Adv., Los Angeles. *ne*

BROADWAY - HOLLYWOOD DEPARTMENT STORE, Hollywood, Cal. Agency: Lee Ringer Adv., Los Angeles. *sp*

BROADWAY-PASADENA DEPT. STORE Inc., Pasadena, Cal. Agency: Bogardus Adv., Pasadena. *ne*

BROMO SELTZER LTD., Toronto (proprietary). Agency: Ruthrauff & Ryan, N. Y. *sp*

BROOKLYN & NEW YORK PARAMOUNT THEATERS. Agency: Buchanan & Co., N. Y. *sa*

BROOKS Inc., Los Angeles (clothing chain). Agency: Stodel Adv. Agency, Los Angeles. *ta sp*

BROWN & WILLIAMSON TOBACCO Corp., Louisville (Raleigh, Kool, Avalon, Wings cigarettes, Bugler cigarette tobacco). Agencies: BBDO, N. Y. (Avalon cigarettes); Russel M. Seeds Co., Chicago. *t sp n*

BROWN'S BREAD, Toronto. Agency: McConnell-Eastman, Toronto. *sa t*

LANE BRYANT, New York (clothing). Agencies: Huber Hoge & Sons, N. Y.; E. H. Brown, Chicago. *sa ne*

W. K. BUCKLEY Ltd., Toronto. Agency: Walsh Adv. Co. Ltd., Toronto. *ta sa sp*

BUCKNELL U, Lewisburg, Pa. Agency: Edward L. Wertheim, New York. *sp*

BUICK MOTOR Co., Flint, Mich. (autos). Agency: Arthur Kudner, N. Y. *ta sa*

BUITONI PRODUCTS, New York (spaghetti & sauce). Agency: Carlo Vinti Adv., N. Y. *ta*

BULLARD Co., Bridgeport, Conn. (institutional). Direct. *n sp*

BULLOCK'S Inc., (dept. store), Los Angeles. Agency: Dana Jones, Los Angeles. *ta*

BULOVA WATCH Co., New York (Bulova timepieces). Agency: Biow Co., N. Y. *sa*

BULOVA WATCH Co., Toronto. Agency: MacLaren Adv. Co., Toronto. *sa*

BUNTE BROS. CANDY Co., Chicago (Tango bars). Agency: Presba, Fellers & Presba, Chicago. *sa sp*

BURGESS BATTERY Co., Chicago. Agency: Duane Wannamaker Adv., Chicago. *sa*

BURGESS SEED & PLANT Co., Galesburg, Mich. Agency: George H. Hartman Co., Chicago.

BURLINGTON MILLS CORP. OF NEW YORK (bedspreads & drapery fabrics). Agency: J. M. Mathes Inc., N. Y. *sa*

BURMA-VITA Co., Minneapolis (Burma-Shave). Agencies: Hays MacFarland & Co., Chicago; MacFarland, Aveyard & Co., Chicago. *ta sa n*

BURNHAM & MORRILL Co., Portland, Me. (B. & M. baked beans). Agency: Charles W. Hoyt Co., Boston. *ta sa*

BURNS & Co., Calgary, Alta. (meat packers). *sa*

W. ATLEE BURPEE Co., Philadelphia (seeds). Agency: Flagler Adv. Co., Buffalo. *sp*

BURRUS MILL & ELEVATOR Co., Fort Worth (flour). Agencies: Cy Leland, Fort Worth; Rowland Broiles Co., Fort Worth. *t n sp ne*

P. S. BUSTIN DRUG Co., Toronto. Agency: Frontenac Broadcasting Co., Toronto. *ta*

BYERS FLOUR MILLS, Camrose, Alta. (cereals). Agency: Stewart-McIntosh, Calgary, Alta. *t*

C

CADILLAC MOTOR CAR Co., Detroit. Agency: John Adams, Detroit. *ta*

JOHN E. CAIN, Boston (mayonnaise). Agency: Chambers & Wiswell, Boston. *sa*

CAL-ASPIRIN, New York (Cal-Aspirin). Agency: Blackett-Sample-Hummert, N. Y. *n sp*

CALAVO GROWERS OF CALIFORNIA, Los Angeles (avocados). Agencies: Lord & Thomas, Los Angeles; J. Walter Thompson Co., San Francisco. *sa rn sp*

DR. W. B. CALDWELL Inc., Monticello, Ill. (proprietary). Agency: Sherman & Marquette, Chicago. *ta*

CALIFORNIA AIRCRAFT INST., Los Angeles. Agency: Hillman-Shane-Breyer Inc., Los Angeles. *t sp*

CALIFORNIA FEDERAL SAVINGS & LOAN ASSN., Los Angeles. Agency Elwood J. Robinson Adv. Agency, Los Angeles. *sp ta*

CALIFORNIA FEDERATION OF LABOR. Agency: Joseph Aurrecoechea Adv. Agency. *sp n*

CALIFORNIA FICGO Co., Los Angeles (Ficgo, coffee substitute). Agency: Culbreth Co., Los Angeles. *sa*

CALIFORNIA FRUIT GROWERS EXCHANGE, Los Angeles (Sunkist oranges). Agency: Lord & Thomas, Los Angeles & Toronto. *sa sp n*

CALIFORNIA GROWN SUGAR GROUP, San Francisco (beet sugar). Agencies: Botsford, Constantine & Gardner, San Francisco; McCann-Erickson, San Francisco. *sp*

CALIFORNIA PACKING Corp., San Francisco (canned food). Agency: McCann-Erickson, San Francisco. *ne n t*

CALIFORNIA PIE BAKING Co. Brooklyn. Direct. *sp*

CALIFORNIA PRUNE & APRICOT GROWERS ASSN., San Jose (Sunsweet prunes). Agency: Long Adv. Service, San Jose. *n ne*

CALIFORNIA RETAIL GROCERS ASSN., San Francisco. Direct. *sp*

CALIFORNIA SPRAY CHEMICAL Co., Richmond, Cal. (bug spray). Agency: Long Adv. Service, San Francisco, Cal. *sa*

CALO FOOD PRODUCTS, San Francisco (dog food). Agency: Theodore H. Segall Adv., San Francisco. *sp sa*

CAMPANA SALES Corp., Batavia, Ill. (Italian Balm). Agency: Aubrey, Moore & Wallace, Chicago. *n sa sp*

CAMPBELL CEREAL Co., Minneapolis, Minn. (Malt-O-Meal). Agency: H. W. Kastor & Sons, Chicago. *sa ta sp ne*

CAMPBELL FINANCE Corp. Ltd., Toronto. Agency: Ronalds Adv., Toronto. *sa ta*

CAMPBELL SOUP Co., Camden (Campbell soups, Franco-American foods). Agencies: Ward Wheelock Co., Philadelphia; Ruthrauff & Ryan, N. Y. *sp n*

CANADA DRY GINGER ALE, New York (Canada Dry). Agency: J. M. Mathes, N. Y. *ta sp t rn sa*

FEDERAL GOVERNMENT OF CANADA, Ottawa. Agency: Adv. Agencies of Canada, Ottawa. *sa*

CANADA STARCH Co., Toronto (corn syrup). Agency: Vickers & Benson, Toronto *sp sa t*

CANADIAN CANNERS, Hamilton, Ont. Agency: Russell T. Kelley Ltd., Hamilton, Ont. *sp*

CANADIAN COOPERATIVE WOOL GROWERS Ltd. (Dri-Kil). Agency: E. W. Reynolds & Co., Toronto. *sa*

CANADIAN DEPT. OF AGRICULTURE. Agency: J. J. Gibbons Ltd., Regina.

CANADIAN INDUSTRIES, Montreal (paint). Agency: J. Walter Thompson Co., Toronto, *rn sa*

CANADIAN MARCONI Co., Montreal (radio receivers). Agency: Cockfield, Brown & Co., Montreal. *sa ta*

CANADIAN NATIONAL CARBON Co., Toronto (Everready). Agencies: Clarke E. Locke, Toronto; Locke, Johnson & Co., Toronto. *n sp ta t*

CANADIAN RED CROSS SOCIETY, Toronto. Agency: A. McKim, Toronto. *ta*

CANADIAN SHREDDED WHEAT Co. Ltd., Toronto. Agency: Cockfield, Brown & Co. Ltd., Toronto. *t*

CANADIAN WATERPAINTS, Montreal. Agency: J. J. Gibbons Ltd., Montreal. *sa*

CANARY BIRDS Co., Chicago. Agency: United Adv. Cos., Chicago. *sp*

CANDY BROS. MFG. Co., St. Louis (cough drops). Agency: H. W. Kastor & Sons, Chicago. *sa*

CARDINET CANDY Co., Oakland, Cal. Agency: Tomaschke-Elliott, Oakland. *rn*

CAREY SALT Co., Hutchinson, Kan. Agency: MeJunkin Adv. Co., Chicago. *t sa sp*

CARLETON & HOVEY Co., Lowell, Mass. (Father Johns medicine). Agency: John W. Queen, Boston. *sa*

CARNATION Co., Milwaukee (canned milk). Agency: Erwin, Wasey & Co., Chicago. *n sp sa t*

CARNATION Co., Toronto (milk). Agency: Baker Adv. Agency, Toronto. *t sp*

CAROLENE PRODUCTS Co., Litchfield, Ill. (Milnut milk compound). Agency: Henri, Hurst, McDonald, Chicago. *sa*

CAROLINA BAKING Co., Columbia, S. C. Agency: Freitag Adv., Atlanta. *ta*

CARSON ELECTRIC Co., Youngstown, Ohio. *t*

CARSON FURNITURE Co., St. Louis. *sp*

CARSON PIRIE SCOTT & Co., Chicago (dept. store). Agency: Wade Adv. Agency, Chicago. *sp*

CARTER COAL Co., New York (coke). Agency: Ralph H. Jones Co., Cincinnati. *sp rn*

CARTER PRODUCTS, New York (liver pills, Arrid). Agencies: Street & Finney, N. Y.; Small & Seiffer, N. Y.; J. Walter Thompson Co., N. Y. (Superin asperin); Stack-Goble, N. Y.; Roche, Williams & Cunnyngham, N. Y.; Ted Bates Inc., N. Y. (liver pills, Arrid). *sp ta t sa n*

CASE CLOTHES, LEWIS APPAREL, WESTERN CLOTHES, WORTH CLOTHES, New York (chain stores, men's clothes). Agency: Frank B. Sawdon Adv., N. Y. *t*

GEO. W. CASWELL & Co., San Francisco (coffee & tea). Agencies: Long Adv. Service, San Francisco; Botsford, Constantine & Gardner, San Francisco. *n*

CELANESE CORP. OF AMERICA, New York. Agency: Young & Rubicam, N. Y. *n sp t*

CENTAUR Co., Rahway, N. J. (ZBT baby powder, Fletcher's Castoria). Agencies: Pedlar & Ryan, New York; Young & Rubicam, N. Y. *sa*

CENTLIVRE BREWING Corp., Fort Wayne. Agency: Westheimer & Co., St. Louis. *ne*

CENTRAL WINERY, Fresno, Cal. (Legend, Lango, Golden Wine brands). Agencies: Weiss & Geller, New York; Gerald F. Thomas Adv. Corp., Fresno. *sa*

CHAMBERLAIN AIRCRAFT Corp., Philadelphia (defense industries school). Agency: Stewart-Jordan Co., Philadelphia.

CHAMBERLIN LABS., Des Moines (hand lotion). Agency: Cary-Ainsworth, Des Moines. *n sp sa*

CHAMBERLAIN SALES Corp., Des Moines (cosmetics). Angency: Cary-Ainsworth, Des Moines. *sa ta*

CHAMBERLAIN TECHNICAL SCHOOL, New York (trade school). Agency: Reiss Adv., New York. *sp*

CHAPMAN ICE CREAM Co., Los Angeles (chain stores). Agencies: Ted Dahl Adv. Agency, Los Angeles; Brisacher, Davis & Staff, Los Angeles. *sp*

CHARM KURL Co., St. Paul (permanent wave kit). Agency: Guenther-Bradford & Co., Chicago. *sp*

CHASE BRASS & COPPER Co., Waterbury, Conn. Direct. *sp n*

DR. A. W. CHASE MEDICINE Co., Oakville, Ont. Agency: Ardiel Adv. Agency, Oakville, Ont. *ta sa*

CHATHAM MFG. Co., Elkin, N. C. (blankets). Agencies: M. H. Hackett Inc., N. Y.; Cahn-Miller Inc., Baltimore. *sp ne*

CHATTANOOGA ELECTRIC POWER BOARD, Chattanooga. *t*

CHATTANOOGA MEDICINE Co., Chattanooga (proprietary). Agencies: Nelson Chesman & Co., Chattanooga; McCann-Erickson, N. Y. *sa sp ta*

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- You can have better transcription library programs with fewer man hours spent each week in programming because the World Library —

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301 E. ERIE ST., CHICAGO, ILL.
711 FIFTH AVE., NEW YORK CITY, N.Y.
1000 N. SEWARD, HOLLYWOOD, CALIF.

DIRECTORY OF 1942 NATIONAL-REGIONAL RADIO ADVERTISERS

CHEMICAL TREATING & EQUIPMENT Co., New York (mending tape). Agency: Reiss Adv., New York. *sp*

CHEMICALS Inc., San Francisco & Oakland (Vano). Agencies: Botsford, Constantine & Gardner, San Francisco; Sidney Garfinkle Adv. Agency., San Francisco. *sp sa*

CHESAPEAKE & OHIO RAILWAY Co., Huntington, W. Va. *sp*

CHESAPEAKE & POTOMAC TELEPHONE Co., Baltimore. Direct and Agency: Henry Kaufman Adv., Washington. *sa*

CHESEBROUGH MFG. Co., New York (vaseline products). Agencies: McCann-Erickson, N. Y.; Pedlar & Ryan, N. Y. *n sa*

CHEVROLET MOTOR Co., Detroit (motor cars). Agency: Campbell-Ewald Co., Detroit. *rn sa*

CHICAGO AIR COLLEGE, Chicago. Agency: M. A. Ring Co., Chicago. *t sp*

CHICAGO COLLEGE OF LAB. TECHNICIANS. Agency: Bisberne Adv. Co., Chicago.

CHICAGO DAILY NEWS, Chicago (newspaper). *t sp sa*

CHICAGO HERALD AMERICAN, Chicago. Agency: Bozell & Jacobs, Chicago. *sp sa*

CHICAGO MILK FOUNDATION (dealer's assn.). Agency: McCann-Erickson, Chicago. *ta*

CHICAGO MILWAUKEE, ST. PAUL & PACIFIC RY., Chicago. Agency: Roche, Williams & Cunnyngham, Chicago. *ta n*

CHICAGO MOTOR CLUB. Agency: Aubrey, Moore & Wallace, Chicago. *t ne*

CHICAGO, ROCK ISLAND & PACIFIC RAILWAY Co., Fort Worth. *ta*

CHICAGO SUN, Chicago (newspaper). Agencies: Wade Adv. Agency; MacFarland-Aveyard & Co., Chicago. *sa sp*

CHICAGO TECHNICAL COLLEGE, Chicago. Agency: Buchanan & Co., Chicago. *sp*

CHIDNOFF STUDIOS, New York. *sa*

CHLORINE SOLUTIONS Inc., Los Angeles (Hypro). Agency: Barton A. Stebbins Adv., Los Angeles. *sa sp n*

CHRISTIAN RADIO HOME & GOSPEL CHURCH, Jersey City. Direct. *sp*

CHRISTIAN SCIENCE COMMITTEE ON PUBLICATIONS FOR ILLINOIS, Chicago. Agency: Charles Garland Co., Chicago. *sp*

CHRISTIAN SCIENCE COMMITTEE ON PUBLICATIONS, Nevada, Ia. (religious). Agency: Fairall & Co., Des Moines. *sp*

CHRISTIAN SCIENCE COMMITTEE ON PUBLICATIONS, New York. Agency: Christian Science Radio Committee of Greater New York. *sp*

CHRISTIAN SCIENCE MONITOR, Boston. Agency: A. W. Ellis Co., Boston. *sa*

CHRISTIAN SCIENCE CHURCHES, New York. Direct. *sp*

CHRISTIE-BROWN & Co., Toronto (bread). Agency: Cockfield, Brown & Co., Toronto. *sp*

CHRISTMAS CLUB, New York. Agency: Brooke, Smith, French & Dorrance, N. Y. *ta*

CHRYSLER Corp., Detroit (Chrysler, Dodge, DeSoto, Plymouth, Fargo autos & trucks). Agencies: Ruthrauff & Ryan, N. Y. (Dodge); J. Stirling Getchell, N. Y. (Plymouth, DeSoto); Lee Anderson Adv. Co., Detroit. *n sa ta*

CHURCH & DWIGHT, New York (soda). Agency: Brooke, Smith, French & Dorrance, N. Y. *sa t*

CHURCH OF THE OPEN DOOR, Los Angeles. Agency: Smith & Bull Adv., Los Angeles. *sp*

Two Facts

YOU CAN "TIE TO"

Dayton is a great war market, but that is because Dayton has the basic business, industrial and agricultural characteristics that have ALWAYS made it a good market—in war or peace.

And this market—always a good buy—is most easily and economically influenced through the station that serves it best.

WHIO *IS* THE DAYTON MARKET

5000 WATTS—BASIC CBS • *G. P. Hollingbery Co., Representatives*

CIGAR INSTITUTE OF AMERICA, New York (institutional). Agency: Lambert & Feasley, N. Y. *sa*

CINCINNATI BALL CRANK Co. Agency: Perry-Brown Inc., Cincinnati. *ne sp*

CITIES SERVICE Co., New York (petroleum products, power). Agency: Lord & Thomas, N. Y. *n sa sp*

THE CITY OF PARIS DRY GOODS Co., San Francisco. Direct. *sp*

CLAFLIN-DENISON LABS., Providence, R. I. (salve). Agency: Cory Snow Inc., Boston.

CLAIROL Inc., Stamford, Conn. (Clairol products). Agency: Grey Adv. Agency, N. Y. *ta*

HAROLD H. CLAPP Inc., Rochester. Agency: Young & Rubicam, N. Y. *n ta*

D. L. CLARK Co., Pittsburgh (candy). Agency: Albert P. Hill Co., Pittsburgh. *sa ta n sp*

CLARK BROS. CHEWING GUM Co., Pittsburgh. Agency: Walker & Downing, Pittsburgh.

F. W. CLEMENTS PRODUCTS Co., Rochester, N. Y. (patent medicine). Agency: Hutchins Adv. Co., Rochester.

CLEVELAND TWIST DRILL Co., Cleveland. Agency: O. S. Tyson & Co., New York. *sp*

CLICQUOT CLUB Co., Millis, Mass. (gingerale, soda). Agency: N. W. Ayer & Son, N. Y. *sa ta*

CLIX SLIDE FASTENER Co., New York. Direct. *sp*

CLUETT, PEABODY & Co., New York (men's apparel). Agency: Young & Rubicam, N. Y. *ne sa sp*

COAST CIGAR Co., San Francisco (Natividad cigars). Agency: Brisacher, Davis & Staff, San Francisco. *sa*

COAST FEDERAL SAVINGS & LOAN ASSN., Los Angeles (investments). Agency: Robert F. Dennis Adv. Agency, Los Angeles. *sa sp*

COCA COLA Co., Atlanta (beverage). Agency: D'Arcy Adv. Co., St. Louis. *n sp t*

COCA COLA Co. of Jackson, Miss. and of Penna., Pittsburgh. Agency: D'Arcy Adv. Co., St. Louis. *sp t*

COCILANA Inc., N. Y. Agency: Al Paul Lefton, Philadelphia. *sa*

D. COHEN & SON, New York (men's clothes). Agency: Atlantic Adv. Co., New York. *sa*

COLGATE-PALMOLIVE-PEET Co., Jersey City (soap, cosmetics). Agencies: Sherman & Marquette, Chicago (Cashmere Bouquet, Halo, tooth powder, Colgate shave cream); Ted Bates Inc., Chicago (dental cream, Palmolive shave cream, Octagon, Klek, Palmolive soap, Vel); Ward Wheelock Co., N. Y.; Wm. Esty & Co. N. Y. (Super Suds). *n sa sp*

COLGATE-PALMOLIVE-PEET Co., Toronto. Agencies: L. J. Haegarty & Assoc., Toronto; Lord & Thomas, Toronto. *n rn*

COLONIAL DAMES Corp., Los Angeles (cosmetics). Agency: Glasser-Gailey & Co., Los Angeles. *sa ta ne n sp*

STATE OF COLORADO, Adv. & Publicity Dept., Denver. Agency: Max Goldberg Adv. Agency, Denver. *sa*

COLUMBIA BAKING Co., Atlanta. Agency: Freitag Adv. Agency, Atlanta. *ta*

COLUMBIA OUTFITTING Co., San Francisco. *ne sp*

COLUMBIA PICTURES Corp., New York. Agency: Weiss & Geller Inc., N. Y. *sa*

COLUMBIA RECORDING Corp., Bridgeport (phonograph records). Agency: Benton & Bowles, N. Y. *n sp ta sa t*

COMET RICE Co., New York. Agency: Leche & Leche, Dallas. *sa*

COMMERCE INSURANCE AGENCY, New York. Agencies: Lew King Agency, N. Y.; Klinger Adv. Corp., N. Y. *sp*

COMMUNIST PARTY, New York. *sp*

COMMUNITY OPTICIANS, Brooklyn. Direct. *sp sa*

COMPAGNIE PARISIENNE, San Antonio (perfume). Agency: Northwest Radio Adv. Co., Seattle. *t ta sp*

CONFECTIONS Inc., Chicago (Old Style popcorn). Agency: Raymond C. Hudson & Assoc., Chicago. *ta*

CONGRESS CIGAR Co., Newark & New York (La Palina). Agencies: Marschalk & Pratt, N. Y.; Schwimmer & Scott, Chicago. *n sa sp ta*

G. E. CONKEY Co., Chicago (Y O dog food). Agency: Rogers & Smith, Chicago. *sa*

G. E. CONKEY Co., Cleveland (poultry feed). Agency: Rogers & Smith Adv. Agency, Chicago. *sp sa*

CONNECTICUT BUS Co., Hartford (transportation problems). Agency: Wilson & Haight, Hartford. *n t*

CONSOLIDATED CIGAR Corp., New York (Dutch Masters, etc.). Agency: Erwin, Wasey & Co., N. Y. *n sa sp ta*

CONSOLIDATED DRUG TRADE PRODUCTS, Chicago (perfume). Agency: Benson & Dall, Chicago. *sp sa*

CONSOLIDATED EDISON Co., New York. Agencies: McCann-Erickson, N. Y.; BBDO, N. Y. *sp sa*

CONSOLIDATED HOTELS Inc., Los Angeles. Agency: Allied Adv. Agencies, Los Angeles. *sa*

CONSOLIDATED PRODUCTS Co., Danville, Ill. (buttermilk products). Agency: Mace Adv. Agency, Peoria. *sp sa*

CONSOLIDATED ROYAL CHEMICAL Corp., Chicago (proprietary). Agency: Benson & Dall, Chicago. *t*

CONSUMERS CREDIT Co., Hollywood (personal loans). Agency: Al Paul Lefton Co., Hollywood. *ta*

CONSUMERS Co., Chicago (coal). Agency: Jim Duffy Inc., Chicago. *sp*

CONTI PRODUCTS Corp., New York (soap). Agency: Bermingham, Castleman & Pierce, N. Y. *sa n sp ne*

CONTINENTAL BAKING Co., New York (Wonder bread & Hostess cake). Agencies: Benton & Bowles, N. Y.; Ted Bates Inc., N. Y. *n sa sp*

CONTINENTAL OIL Co., Ponca City, Okla. (Conoco). Agency: Tracy-Locke-Dawson, N. Y. *ta sa sp*

CONTINENTAL RADIO & TELEVISION Corp., Chicago (radios). Agency: Cruttenden & Eger, Chicago. *n sp*

COOK COUNTY DISTRIBUTORS, Chicago (used cars). Agency: Bennett Ades Adv. Agency, Chicago. *sa*

COOK PRODUCTS Corp., San Francisco (sauce). Agency: Rhoades & Davis, San Francisco. *n*

COOPER & COOPER Inc., Brooklyn (razor blades). Agency: Heffelfinger Agency, N. Y. *sa*

O. A. COOPER Co., Humboldt, Neb. (feeds). Agency: France & Duc, Omaha. *sa*

COOPERATIVE GRANGE LEAGUE FEDERATION EXCHANGE, Ithaca, N. Y. (seeds, feeds and fertilizers). *sp*

COOPERATIVE LEAGUE OF THE USA, New York (regional coop groups representative). Agency: Atherton & Currier, N. Y.

CORD - MEYER DEVELOPMENT Co. Forest Hills, N. Y. (real estate). Agency: Furman-Feiner, N. Y. *t*

DR. B. L. CORLEY'S PRODUCT, San Francisco (medicinal). Agency: Rhoades & Davis Adv., San Francisco. *sp*

CORN FIX Co., Newark (corn remover). Agency: J. M. Korn Inc., Philadelphia.

CORN PRODUCTS SALES Co., New York. Agencies: Gotham Adv. Co., N. Y. (Karo); C. L. Miller Co., N. Y. (Kremel; Mazola; Linit). *n t sp*

A. CORRARO, New York (women's wear). Agency: De Lucca Adv. *sp*

COTTON BROS., Alexandria, La. (bread). Agency: W. E. Long Co., Chicago. *ta*

CRAWFORD'S, Kansas City, Mo. Agency: Paul Miller Adv. Co., Kansas City.

CRAWFORD CLOTHES, New York. Agency: Al Paul Lefton Co., N. Y. *sa sp*

CRAZY WATER Co., Mineral Wells, Tex. (Crazy Water Crystals). Agencies: Benson & Dall, Chicago; Rogers & Smith, Dallas. *rn t*

NEWS IS THE SEARCHLIGHT OF FREEDOM

In 1943, INS will continue to render vital war service to its radio clients by unexcelled spot news coverage and special features, delivered accurately and speedily.

INTERNATIONAL NEWS SERVICE
235 E. 45th Street New York, N. Y.

DIRECTORY OF 1942 NATIONAL-REGIONAL RADIO ADVERTISERS

CREAM OF WHEAT Corp., Minneapolis (cereal). Agency: BBDO, Minneapolis. *n sp*

CREATIVE AGE PRESS, New York (books, *Tomorrow*). Agency: Brearley Service Organization, New York. *sa*

CREW OF GOOD SHIP GRACE, Los Angeles (religious). Agency: Cochran Adv. Co., Los Angeles. *rn t n*

CROSSE & BLACKWELL, Baltimore (food). Agency: Van Sant, Dugdale & Co., Baltimore. *sa*

CROSSE & BLACKWELL, Toronto. Agency: A. McKim Ltd., Toronto. *sa*

CROWELL PUBLISHING Co., New York (*American, Woman's Home Companion, Collier's*). Agency: McCann-Erickson, N. Y. *sp*

CROWN DIAMOND PAINT Co., Montreal. Agency: McConnell, Eastman & Co., Montreal. *sa*

CROW'S HYBRID CORN Co. Agency: Critchfield & Co., Chicago.

CROYDON LABS., Philadelphia (Lan-O-Derm). Agency: S. Duane Lyon, New York.

CUBBISON CRACKER Co., Los Angeles. Agencies: Adv. Arts. Agency, Los Angeles.; Elwood J. Robinson Adv., Los Angeles. *sp*

CUDAHY PACKING Co., Chicago & Kansas City (Puritan ham, Old Dutch Cleanser). Agencies: Roche, Williams & Cunnyngham, Chicago; Reiwitch & Wittenberg, Chicago; Blackett-Sample-Hummert, Chicago; Critchfield & Co., Chicago; Grant Adv., Chicago (Old Dutch Cleanser); Campbell-Sanford Adv. Co., Cleveland. *n sp t sa*

CUMBERLAND BREWING Co., Cumberland, Md. (Old Export beer). Agencies: McDaniel, Fisher & Spelman, Akron; Wilbur K. Bishop, Cumberland. *sa ta*

CUMMER PRODUCTS Co., New York & Bedford, O. (Molle shaving cream, Energine, Diamond Dyes). Agency: Young & Rubicam, N. Y. *n sp*

CUNNINGHAM DRUG Co., Detroit. Agency: Simons-Michelson Co., Detroit. *ne*

CURTIS PUBLISHING Co., Philadelphia (*Saturday Evening Post*). Agency: BBDO, N. Y. *sa ta n*

CURTISS CANDY Co., Chicago (fruit juice, candy). Agency: C. L. Miller Co., New York & Chicago. *n ta sa*

D

DAD'S ROOT BEER Co., Chicago (root beer). Agencies: Malcom-Howard, Chicago; J. M. Korn & Co., Philadelphia. *sa ta*

DAILY NEWS, Chicago (newspaper). Direct. *sa*

DAIRY BELLE FARMS, San Francisco. Agency: Brisacher, Davis & Staff, San Francisco. *sa sp*

DAIRYLAND PRODUCTS, Shreveport. *ne n*

DAITCH DAIRY STORES, New York. Direct. *ne*

DALGLISH & Co. Ltd., Toronto (Javex). Agency: MacLaren Adv. Co., Toronto. *sa*

DALLAS POWER & LIGHT (institutional). Agency: Bozell & Jacobs, Omaha. *sa*

DANS CANCELLATION SHOES, Philadelphia (retail stores). Agency: Dan Rivkin, Philadelphia. *sa*

KAY DAUMIT, Chicago (cosmetics). Agency: Hal R. Makelim, Chicago.

DAVIDSON BROS., New York (Mary Barron Slips). Agency: Briggs & Varley Inc. *sp*

R. B. DAVIS Co., Hoboken, N. J. (food products). Agencies: Ruthrauff & Ryan, N. Y. (Cocomalt); Murray Breese Assoc.; Charles Dallas Reach, Newark (Cut-Rite waxed paper; Davis baking powder) Charles W. Hoyt Co., N. Y. (O.K. baking powder); Sherman K. Ellis & Co., N. Y. *n sp t sa*

DAVIS HAT Co., Dallas. Agency: Grant Adv., Dallas. *sp*

DEAN STUDIOS, Des Moines (photography service by mail). Agency: Lessing Adv. Co., Des Moines. *sp*

DEISEL-WEMMER-GILBERT Corp., Detroit (cigars). Agency: Century Adv. Agency, Detroit. *sp sa*

DeKALB AGRICULTURAL ASSN., DeKALB, Ill. (hybrid seed corn). Agency: Western Adv. Agency, Racine, Wis. *sp t ta*

R. V. DELAPENHA & Co. (New York (marmalade). Agency: Gotham Adv., New York.

DELAWARE, LACKAWANNA & WESTERN COAL Co., New York (Blue coal). Agency: Ruthrauff & Ryan, N. Y. *n sp*

DELAHANTY INSTITUTE, New York (training for civil service exams). *sa*

De MARTINI MACARONI Co., New York. Direct. *sp*

DENALAN Co., San Francisco (dental plate cleanser). Agency: Rhoades & Davis Co., San Francisco. *rn*

De NOBILI CIGAR Co., Long Island, N. Y. Direct. *sp*

C. S. DENT & Co. (division of Grandpa Soap Co., Cincinnati), (Dent's tooth gum, tooth drops, ear drops), Cincinnati.. Agency: Keelor & Stites Co., Cincinnati.

DENVER & RIO GRANDE WESTERN RAILROAD. Agency: J. R. Kupsick Adv., N. Y. *sa*

DENVER CHEMICAL MFG. Co., New York (Antiphlogistine, Gelatest). Agency: Badger, Brown & Hersey, N. Y. *sa*

DePREE Co., Holland, Mich. Agency: Roche, Williams & Cunnyngham, Chicago.

DERBY FOODS Inc., Chicago (Peter Pan peanut butter). Agency: Stack-Goble Adv. Agency, Chicago. *sa*

DETROIT BIBLE CLASS, Detroit (religious. Agency: Aircasters, Detroit. *sp n*

DIEBOLD SAFE & LOCK Co., Canton (institutional). Agency: Sweeney & James Co., Cleveland. *n sp*

DIF Corp., Garwood, N. J. (Cleansers). Agency: Grey Adv., New York. *sa*

D. L. & W. COAL Co., Toronto. Agency: Vickers & Benson, Toronto. *t*

DIMPLE TIE Corp., New York. Agency: Morton Freund, New York. *sp*

DINA-MITE FOOD Co., Los Angeles (Dina-meal-breakfast food). Agency: Brisacher, Davis & Staff, Los Angeles. *sp*

JOSEPH DIXON CRUCIBLE Co., Jersey City (pencils). Agency: Federal Adv., N. Y. *sa ta*

DODGE BROTHERS Corp., Detroit (motor cars). Agency: Ruthrauff & Ryan, N. Y. *sa t ta*

DOMINION OF CANADA (Dept. of Agriculture), Ottawa. Agency: J. J. Gibbons Ltd., Regina. *n sp*

DOMINION OF CANADA (Dept. of Finance), Ottawa (War Savings Certificates & Bonds). Agency: Canadian Adv. Agency, Montreal. *n sp*

DOMINION OF CANADA (Dept. of Munitions & Supply, Dept. of Public Printing & Stationery), Ottawa. Agency: Adv. Agencies of Canada, Toronto, Ottawa. *sa n*

DOMINION OF CANADA (Prices & Trade Board), Ottawa. Agency: Adv. Agencies of Canada, Toronto. *n sp*

DOUBLE COLA BOTTLING Co., Waco, Tex. (Chukker). Agency: Barnes-Chase Co., Los Angeles. *ta*

DOUBLE MIX, Kansas City. Agency: Jerome G. Galvin Adv. Co., Kansas City, Mo. *sa*

DOUBLEDAY, DORAN & Co., New York (books). Agency: Huber Hoge & Sons, N. Y. *ta sp sa*

DOUGLAS AIRCRAFT Co., Santa Monica, Cal. Agency: Biow Co., Hollywood. *ta*

DOUGLAS SHOE Co., Boston. Agency: H. Cabot & Co., Boston. *sa ta*

DOVER BREWERIES, Hartford Conn. Agency: H. A. Salzman Inc., New York. *ta*

DOWNTOWN BUSINESS MEN'S ASSN., Los Angeles (sales week). Agency: Roderick Mays Adv., Los Angeles. *sa ta*

DRAKE BAKERIES, New York. Agency: Young & Rubicam, N. Y. *sa*

DREWERY LTD. OF U.S.A., South Bend (beer). Agency: R. A. Moritz Co., Davenport, Ia. *rn ta*

DREZMA Inc., New York (Drezma). Agency: Blaine-Thompson Co., N. Y. Direct. *sa*

DRYDEN & PALMER, New York (Gravy Master seasoning). Agency: Samuel C. Croot Co., N. Y. *sa sp*

DRYDOCK SAVINGS INSTITUTION, New York. Agency: Anderson, Davis & Platte, N. Y. *sp sa*

P. DUFF & SON, Pittsburgh (Gingerbread Mix). Agency: W. Earl Bothwell Adv. Agency, Pittsburgh. *sp ta*

DUFFY-MOTT Co., New York (Sunsweet prune juice). Agency: Al Paul Lefton Co., Philadelphia. *rn sp*

DUGAN BROS. OF NEW JERSEY, Newark (bakers). Agency: Charles Dallas Reach Co., Newark.

DUNN SHOE STORES, Philadelphia (retail shoes). *sp*

E. I. DU PONT de NEMOURS & Co., Wilmington, Del. Agency: BBDO, N. Y. *sa sp n t*

DUQUESNE BREWING Co., Pittsburgh (Silvertop beer). Agency: Walker & Downing, Pittsburgh. *sp*

DWARFIES Corp., Council Bluffs, Ia. Agency: Buchanan-Thomas Adv. Co., Omaha. *sa*

DWIGHT-EDWARDS Co., San Francisco (Nob Hill coffee). Agency. McCann-Erickson, San Francisco. *sa*

DYE-ANA DYES Inc., Chicago (Dye-Ana Tint & Dye Tablets). Agency: Fogerty-Jordan-Phelps Co., Chicago.

E

EAGLE OIL & REFINING Co., Inc. (Golden Eagle gas). Agency: General Adv. Agency, Los Angeles. *sp n*

EAGLE ROLLER MILL, New Ulm, Minn. (Eagle flour). *sp*

EAGLE VINEYARDS, San Francisco (Baronet wine). Agencies: Sidney Garfinkel Adv. Agency, San Francisco; Frederick Seid, San Francisco. *sp sa*

EAGLESON Co., San Francisco (dept. store). Direct. *sp*

EASTERN - COLUMBIA, Los Angeles (chain dept. store). Agency: Stodel Adv. Co., Los Angeles. *ta*

EASTERN PIONEER HYBRID CORN Co., Yellow Springs, Ohio (seed). Agency: Wallace Adv., Des Moines. *t*

EASTERN WINE Corp., New York. Agency: H. C. Morris & Co., N. Y. *sa ta*

EASTMAN KODAK Co., Rochester. *Direct. sp*

EDELBRAU BREWERY, Brooklyn. Agency: Roy S. Durstine Inc., New York. *sp sa*

DWIGHT EDWARDS Co., San Francisco (Safeway coffee subsidiary). Agency: McCann-Erickson, San Francisco. *sa*

JOHN EICHLER BREWING Co., New York. Agency: Geare-Marston Inc., Philadelphia. *sp sa*

ALBERT EHLERS Inc., New York (coffee). Agency: S. T. Seidman & Co., N. Y.

ELECTRIC BOAT Co., New York. Agencies; Peck Adv., N. Y.; Paris & Peart, N. Y. *n*

ELGIN WATCH Co., Chicago. Agency: J. Walter Thompson Co., Chicago. *n*

DR. ELLIS SALES Co., Pittsburgh (cosmetics). Agency: Smith, Taylor & Jenkins, Pittsburgh. *sa sp*

EMERSON DRUG Co., Baltimore (Bromo-Seltzer). Agency: Ruthrauff & Ryan, N. Y. *n ta sp*

EMERSON RADIO & PHONOGRAPH Corp., New York. Agency: Buchanan & Co., N. Y. *sp rn n*

EMM-AN-CEE Co., Chicago. Agency: Stanley Pflaum Assoc., Chicago. *sa*

SOMETHING'S HAYWIRE!

The KFAR Program Department Says:

"Why don't we hear from the Japs on Kiska and Attu . . . EVERYBODY ELSE IN ALASKA LISTENS AND WRITES IN."

Maybe U. S. boys with silver wings are cutting down our listening audience.

(Ed. Note: We hope so.)

KFAR

FAIRBANKS, ALASKA

5000 WATTS

(Alaska's Most Powerful)

610 KILOCYCLES

FAIRBANKS OFFICE: Lathrop Building

SEATTLE OFFICE: 1411 Fourth Ave. Bldg.

Shopping for Shows?—Here's the Best in Recorded Broadcasting!

NBC COMPLETE PACKAGE SHOWS READY TO BROADCAST EASY TO SELL!

Here's a page-full of perfect shows—*proven* in popularity, tested as sales-producers. 5-minute, 15-minute, or half-hour recorded programs—with music or without, comment or comedy, drama or down-to-earth talks... every one of them timely and thrilling! Pick the programs suited to your station's needs.

LET'S TAKE A LOOK IN YOUR MIRROR WITH STELLA UNGER

A vital, spontaneous, timely series aimed at the busy, wide-awake woman of today. Helpful suggestions on gaining and keeping charm and poise under trying conditions, with particular emphasis on woman's job in wartime, how she can make the most of her present wardrobe, how to get along happily without many household products not now available, and similar subjects. Doing a fine job for advertisers selling varied products to women in today's market.

156 Five-Minute Programs—3-a-week for 52 weeks

FLYING FOR FREEDOM

A vivid saga of daring and courage of United Nations' fighting men—told through the lives of an American, a Canadian, an Englishman, and an Australian in training to become flying officers, and during their combat operations—ferrying bombers, raids over enemy territory and supporting ground troops in theatres of war. Authentic, thrill-packed, inspiring and timely. Especially suited to use by wartime advertisers and firms presently engaged in war production.

26 Half-Hour Dramas

TIME OUT FOR FUN AND MUSIC

Series I —With Allen Prescott, M.C., Felix Knight, and Ted Steele's Novatones (26)

Series II—With Ted Steele and Grace Albert (26)

Sprightly quarter-hours filled with amusing banter and bright, gay music. Both series—26 programs each—feature an original theme and a build-up by the artists for the commercials by local announcer. Successfully used by a wide variety of sponsors. For one or two broadcasts weekly.

NEW!

The Name You Will Remember

William Lang

Theme: the world's No. 1 subject—people! Hard-hitting, intensely interesting personality sketches by William Lang about people in the news—ranging from Madame Chiang Kai-shek to Arturo Toscanini, from Marshal Simeon Timoshenko to J. Edgar Hoover.

Perfect title for tie-in with sponsor's name and business. Arranged for a 3-a-week broadcast in five-minute periods. All-inclusive merchandising and publicity plan, with complete material for sales program. Scoring spectacular success as local "live" show. The title alone should clinch the sale!

Audition THE NAME YOU WILL REMEMBER for your hard-to-sell prospects!

BETTY AND BOB

The story of "ordinary folk who lead extra-ordinary lives"—tops in serial drama, with a record of proved selling power. Superbly cast with Arlene Francis as "Betty", Carl Frank as "Bob" and Milton Cross announcing, against a rich setting of full orchestral theme music by Allen Roth. Complete promotion and publicity material.

390 quarter-hour episodes for 5-a-week broadcasts.
Minimum contract: 65 episodes

Get full details about these dollar-bringing shows today!

Other NBC Recorded Features:

HOLLYWOOD HEADLINERS—*with Stella Unger*
Intimate inside stories about Hollywood stars (156 5-min. pgms.)

GETTING THE MOST OUT OF LIFE TODAY—*with Wm. L. Stidger*
Down-to-earth philosophy that helps meet today's problems (117 5-min. pgms.)

WHO'S NEWS—Informal chats with headline personalities (39 5-min. pgms.)

5-MINUTE MYSTERIES—Clues and solution complete in each episode (63 pgms.)

WRITE FOR AUDITIONS, RATES AND AVAILABILITY

NBC *Radio Recording Division*
NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service
RCA Bldg., Radio City, NEW YORK • Merchandise Mart, CHICAGO
Trans-Lux Bldg., WASHINGTON, D. C. • Sunset & Vine, HOLLYWOOD, CAL.

See also Advertisement on Page 211

DIRECTORY OF 1942 NATIONAL-REGIONAL RADIO ADVERTISERS

EMMCO INSURANCE Co., South Bend. Agency: MacDonald-Cook Co., South Bend. *ne sp*

EMPIRE DIAMOND Co., Jefferson, Ia. Agency: Lessing Adv., Des Moines. *sp*

EMPIRE GOLD BUYING SERVICE, New York. Agencies: Harry Oppenheim; Furman, Feiner & Co., N. Y. *sa*

THE EMPORIUM, San Francisco (department store). Direct. *sa*

J. C. ENO Ltd., New York (effervescent salts). Agency: Atherton & Currier, N. Y. *sa ta*

J. C. ENO Ltd., Toronto (toothpaste, Eno's salts). Agency: Atherton & Currier, Toronto. *sa sp t*

ENOSIL CHEMICAL Co., Oakland (floor wax). Agency: Tomaschke-Elliott, Oakland. *sa*

EPHAZINE Co., London, England (medicine). Agency: A. McKim Ltd., Toronto. *sa*

ESQUIRE PUBLICATIONS Inc., Chicago (*Coronet*). Agency: Schwimmer & Scott, Chicago. *t sa*

ESSEX HOUSE, New York (apt. & transient hotel). Agency: Kelly, Nason Inc., N. Y. *sa*

ESSO MARKETERS, New York, etc. (Standard Oil marketers). Agency: Marschalk & Pratt, N. Y. *sp*

ESTERBROOK STEEL PEN MFG. Co., New York. Agency: National Export Adv. Service, N. Y.

ETHYL GASOLINE Corp., New York (petroleum products). Agencies: BBDO, N. Y.; Pacific Market Builders, Los Angeles. *sp n*

QUOTES

That Speak for Themselves—

"We are particularly grateful for the job you are doing . . . splendid cooperation!"

Gillette Safety Razor Company
(Cavalcade of Sports)

"We appreciate very much your cooperation . . . it's a pleasure to do business with a station that puts forth such effort for its client."

Cary-Ainsworth, Inc., Des Moines
(Oelwein Chemical Company)

". . . an outstanding job in giving this program some very real publicity backing in your territory."

Wm. Esty & Co., New York
("Double or Nothing")

"This is certainly swell cooperation and we do appreciate it."

Franklin Bruck Adv. Corp., N. Y.
(Manhattan Soap Company)

1000 W. WROK MUTUAL

ROCKFORD, ILLINOIS

Represented Nationally By The HEADLEY - REED COMPANY

ETNE FOOD PRODUCTS, New York (Caponatina). Agency: Cricci Adv., N. Y. *sp*

ETON PUB Corp., New York (*Young America*). Direct.

EVANS FUR Co., Chicago (retail furriers). Agency: State Adv. Co., Chicago. *sp*

GEORGE B. EVANS LABS., Philadelphia (druggists). *sa ta*

EVERSHARP Inc., Chicago (pens, pencils). Agency: Biow Co., N. Y. *n sp*

EX-LAX MFG. Co., Brooklyn (laxative). Agencies: Joseph Katz Co., Baltimore; Cockfield, Brown & Co., Toronto, Montreal. *t sa ta rn sp n*

EXELLO PRESS, Chicago (personal stationery by mail). Agency: Robert H. Kahn & Assoc., Chicago. *sp*

F

FAIRCHILD SONS Inc., New York (morticians).

FAIRMONT CREAMERY Co., New York (butter). Agency: Joshua Epstein Agency, N. Y. *sp*

FALLS CITY BREWING Co., Louisville, Ky. (beer). Agency: Anfenger Adv., St. Louis. *ne t ta*

FALSTAFF BREWING CORP., St. Louis (Falstaff beer). Agencies: Ruthrauff & Ryan, N. Y.; Blackett-Sample-Hummert, Chicago. *sp sa n*

FAMILY CIRCLE Inc., Newark (*Family Circle* Magazine). Direct. *sa*

FAMILY POLICY SERVICE, New York (insurance counsellor). Agencies: Gunn-Mears, New York; Intercity Adv., N. Y. *t sp*

FANNY FARMER CANDY SHOPS, Rochester, N. Y. Agency: J. Walter Thompson Co., N. Y. *sa*

FANT MILLING Co., Sherman, Tex. (Gladiola flour). Agency: Albert Couchman Adv. Agency, Dallas. *sp sa*

FARM JOURNAL MAGAZINE, San Francisco. Agency: Clarence B. Juneau Agencies, Los Angeles. *sa*

FARMERS COTTON OIL Co., Wilson, N. C. *sp*

FARMERS UNION LIFE INS. Co., Des Moines. Fairall & Co., Des Moines. *sp*

FASHION FROCKS, Cincinnati. Agency: Franklin Bruck Adv. Corp., N. Y. *sp*

FATHER FLANAGAN BOYS HOME, Boystown, Neb. Agency: Bozell & Jacobs, Omaha. *sp*

FATHER JOHN'S MEDICINE Co., Lowell, Mass. Agency: McConnell Eastman & Co., Montreal. *sa*

FAULTLESS STARCH Co., Kansas City. Agency: Ferry-Hanly Co., Kansas City. *sp ta*

FAWCETT PUBLICATIONS (*True* Magazine). Agency: Joseph Katz Co., N. Y. *ta sa*

FRED FEAR & Co., Brooklyn (Chick Chick, Magic Wand egg dye). Agency: Menken Adv., N. Y. *sa t*

FEDERAL INSURED SAVINGS & LOAN ASSN., San Francisco. Agency: Leon Livingston, San Francisco. *sp*

FEDERAL LIFE & CASUALTY Co., Elgin, Ill. Agency: J. L. Stewart Agency, Chicago.

FEDERAL OUTFITTING Co., San Francisco (clothing chain). Agencies: Heintz, Pickering & Co., Los Angeles; Allied Adv. Agencies, San Francisco. *sa t sp*

FEDERAL SAVINGS & LOAN INSTITUTE OF CAL., Los Angeles. Agency: Elwood J. Robinson Adv. Agency, Los Angeles. *sa sp*

CHRISTIAN FEIGENSPAN BREWING Co., Newark (P. O. N. beer). Agency: E. T. Howard Co., N. Y. *sp rn*

FELS & Co., Philadelphia (Fels Naptha soap). Agency: S. E. Roberts Inc., Philadelphia. *n sp t sa*

FELTMAN & CURME SHOE STORES, Los Angeles (chain). Agencies: Advertising Arts Agency, Los Angeles; Russell C. Comer, Kansas City. *sa*

FEMININE PRODUCTS, New York (Arrid deodorant). Agencies: Street & Finney, N. Y.; Small & Seiffer, N. Y. *ta sa*

FENN BROS., New York (butter brickle ice cream). Agency: BBDO, N. Y. *sa*

JACQUES FERBER, Philadelphia (furs). Agency: J. M. Korn Adv. Agency, Philadelphia.

WILLIAM FILENE'S SONS Co., Boston. Agency: John C. Dowd, Boston. *sa*

FILTREX CORP., Jackson, Mich. (vacuum cleaner) (sub. of Sparks-Withington Co.). Agency: Guy C. Core Co., Jackson. *sa*

FIRESTONE TIRE & RUBBER Co., Akron (tires & tubes). Agencies: Sweeney & James Co., Cleveland; Aubrey, Moore & Wallace, Chicago. *n sa sp t*

FIRST FEDERAL SAVGS. & LOAN ASSN., Chicago. Agency: Jewell F. Stevens Co., Chicago. *ne*

FIRST INDUSTRIAL LOAN Co., Los Angeles (finance). Agency: Robert F. Dennis Inc., Los Angeles. *sa*

FIRST NATIONAL BANK, Kingsport, Tenn. *t*

FIRST NATIONAL STORES, Somerville, Mass. Agency: Badger & Browning, Boston. *rn sa*

FISCHER BAKING Co., Newark. Agencies: W. E. Long Co., Chicago; Scheck Adv. Agency, Newark. *ta*

FISHER FLOURING MILLS Co., Seattle (Biskit-Mix flour). Agencies: Pacific National Adv. Agency, Seattle; Izzard Co., Seattle. *sp sa ne n*

F. W. FITCH Co., Des Moines (shampoo). Agency: L. W. Ramsey Co., Davenport. *sp n sa t ta*

FITGER BREWING Co., Duluth. Agency: Sherman & Marquette, Chicago. *ta sp n*

THE FLAG PET FOOD Corp., New York (dog and cat food). Agency: Sternfield-Godley Inc., N. Y.

FLAKO PRODUCTS Corp., Milltown, N. J. (pastry mix). Agency: H. B. LeQuatte Inc., N. Y. *rn sp sa*

FLAMINGO SALES Co., Los Angeles (nail polish). Agency: Buchanan & Co., Los Angeles. *sa*

FLEET WING Corp., Cleveland (gas, oil). Agency: Griswold-Eshleman Co., Cleveland. *sa*

FLEMING & SONS Inc., Dallas (Wallrite). Agencies: Couchman Adv., Dallas; Pondrom & Collins, Dallas. *ta sa*

FLEX-O-GLASS MFG. Co., Chicago. Agency: Presba, Fellers & Presba, Chicago. *sa sp t*

FLORIDA CITRUS COMMISSION, Tampa (fruit). Agencies: Arthur Kudner, N. Y.; Blackett-Sample-Hummert, N. Y.; W. W. Garrison & Co., Chicago. *sa t n rn*

FOLEY & Co., Chicago (Honey & Tar compound). Agency: Lauesen & Salomon, Chicago. *sa sp*

J. A. FOLGER & Co., San Francisco (food, coffee). Agencies: Raymond R. Morgan Co., Hollywood; Lord & Thomas, Chicago. *t sp n*

J. A. FOLGER & Co., Kansas City (coffee). Agency: Lord & Thomas, Chicago; Grant Adv., N. Y. *t*

FONTANA FOOD PRODUCTS Co., South San Francisco (noodles, macaroni, spaghetti). Agency: Long Adv. Service, San Francisco. *sa*

FOOD HEALTH INSTITUTE, New York. Agency: Herbert Albert, New York. *sa*

LAMONT FORBES Co., Jersey City (La Cumba Cordial cocktail). Agency: Nachman & Co., New York. *sa*

J. B. FORD Co., Wyandotte, Mich. (chemicals). Agency: N. W. Ayer & Son, Philadelphia. *ta*

LUTHER FORD & Co., Minneapolis (Mrs. Stewart's Bluing). Agency Campbell-Mithun, Minneapolis. *ta*

FORD DEALER ADV. FUND. Agency: McCann-Erickson, New York.

FORD MOTOR Co., Detroit (motor cars). Agencies: Maxon Inc., Detroit; McCann-Erickson, N. Y.; Cockfield, Brown & Co., Montreal. *n sp sa t rn*

FOREMAN & CLARK, Chicago (clothiers). Agency: Firestone Adv. Agency, St. Paul. *sa sp*

FOREMAN & CLARK, Los Angeles (clothing chain). Agencies: Milton Weinberg Adv. Co., Los Angeles; Botsford, Constantine & Gardner, San Francisco. *ne sp sa*

FORT PITT BREWING Co., Sharpsburg, Pa. Agencies: BBDO, N. Y. and Pittsburgh; Smith, Taylor & Jenkins, Pittsburgh. *sp*

42 PRODUCTS Inc., Los Angeles (toiletries). Agency: Milton Weinberg Adv. Co., Los Angeles. *t*

H. D. FOSS Co., Boston (Cynthia Sweets). Agency: Albert Frank-Guenther Law, Boston. *sa*

FOSTER-MILBURN Co., Buffalo (Doan's pills). Agencies: Spot Broadcasting, N. Y.; Street & Finney, N. Y. *sa ta ne*

E. FOUGERA & Co., New York (Vapex, etc.) Agencies: Small & Seiffer, N. Y. (Don Juan lipstick); Grey Adv. Agency, N. Y.; J. M. Korn, Philadelphia; Birmingham, Castleman & Pierce, N. Y. *sa sp*

FOULD'S MACARONI Co., Libertyville, Ill. Agency: Campbell-Ewald, Chicago. *ta sa*

I. J. FOX, New York (furs). Agencies: Louis Kashak, N. Y.; Foley Adv. Co., Cleveland. *sp sa*

PETER FOX BREWING Co., Chicago. Agency: Schwimmer & Scott, Chicago. *sa sp ta*

FOX STAND FOODS Inc., Boston (dried dog food). Agency: H. L. Moore, Boston.

FOX WEST COAST THEATERS, San Francisco. Direct. *sp*

HEINRICH FRANCK & SONS Inc., Port Huron, Mich. (chicory). Agency: Bullard, Port Huron, Mich.

FRANCO-AMERICAN CHEMICAL Co., Montreal (proprietary). Agency: S. A. Conover Co., Boston. *sa*

FRANK & SEDER Inc., Pittsburgh (department store). Agency: W. Earl Bothwell Adv. Agency, Pittsburgh. *sa*

FREE STATE BREWING Co., Baltimore. Agency: Harry J. Patz Co., Baltimore. *ne n*

FREIHOFER BAKING Co., Philadelphia (Hollywood Bread). Agency: Richard A. Foley Adv., Philadelphia.

FRENCH BAUR Co., Cincinnati. *sp*

FRENCH WINE Co., Buffalo. Agency: Ellis Adv. Co., Buffalo. *n*

FRIEDMAN PAINT Co., Oakland, Cal. (wholesale paints). Agency: Ryder & Ingram, Oakland, Cal. *sa*

FRITO Co., Dallas (salted corn chips). Agency: Ray K. Glenn Adv. Co., Dallas. *sp ne*

FRONTIER REFINING Co., Cheyenne, Wyo. Agency: Betts-Koerber Inc., Denver. *sp*

FROSTED FOODS Corp. (Birds Eye frosted foods), New York. Agency: Young & Rubicam Inc., New York.

FRUIT & VEGETABLE PROMOTIONS (Long Island cauliflower). Agency: Marvin Agency, New York.

FRUIT INDUSTRIES LTD., Los Angeles (Guasti wine). Agency: Brisacher, Davis & Staff, Los Angeles. *ta ne sa*

FRUIT WINE CO. OF AMERICA, Brooklyn. Agency: Emil Mogul Co., N. Y. *sa sp*

FRUITATIVES PRODUCTS, Hull, Que. (liver tablets). Agency: Lord & Thomas of Canada, Toronto. *sa*

FRYE AIRCRAFT Co., Omaha. Agency: Driver & Co., Omaha. *sa*

FUCH'S BAKING Co., Miami. Agency: W. E. Long Co., Chicago. *ta*

W. P. FULLER & Co., San Francisco (paint). Agency: McCann-Erickson, San Francisco. *sa t*

FUNK JEWELRY Co., Phoenix. *sp*

FUNK BROS. SEED Co., Bloomington, Ill. (seed corn). Agency: E. H. Brown Adv., Chicago. *sp*

G

GALLENKAMP STORES Co., San Francisco (shoes). Agency: Long Adv. Service, San Francisco. *sa n ne*

GALLO WINE Co., Modesto, Cal. Agency: Charles H. Mayne Co., Los Angeles. *ta*

GAMBARELLI & DAVITTC WINE Co., New York. Agency: De Biasi Adv., New York. *sp*

GAMBLE Stores, Minneapolis (Anti-Freeze). Agency: BBDO, Minneapolis. *sa*

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America's No. 1 Farm Market

Maybe you've never realized it before, but the area served by KMA—151 rich, productive counties in Iowa, Nebraska, Missouri and Kansas—is one of America's greatest markets. With 2,916,923 people, the KMA area normally accounts for $156,044,000 in grocery store sales (18% *more* than Detroit!); $30,948,000 in drug store sales (16% *more* than Philadelphia!); $820,186,000 in total retail sales (5% *more* than Los Angeles!)!

This tremendous market is covered completely by KMA—the only regional station serving the entire area with two major networks. For full details of the KMA market, audience, mail pull, etc., write for your copy of our market data brochure. Or just ask Free & Peters.

Take a good look at the map below. KMA's 151 primary counties are right in the heart of the world's greatest agricultural region—first in corn, hogs, oats, poultry and eggs, value of farm buildings, value of farm implements and machinery! Here are 296,581 farms with an average value of $10,590 each . . . 1,939,062 rural people whose 1942 income is up 43%!

In short, here is America's No. 1 Farm Market—and it can be reached most effectively through KMA, the area's *only* full-time farm station. Devoting 13½ out of 19½ hours daily to the specific needs of its people, KMA is *listened* to as most stations would like to be! Get the proof—send for a copy of our latest market data brochure.

151 PRIMARY COUNTIES

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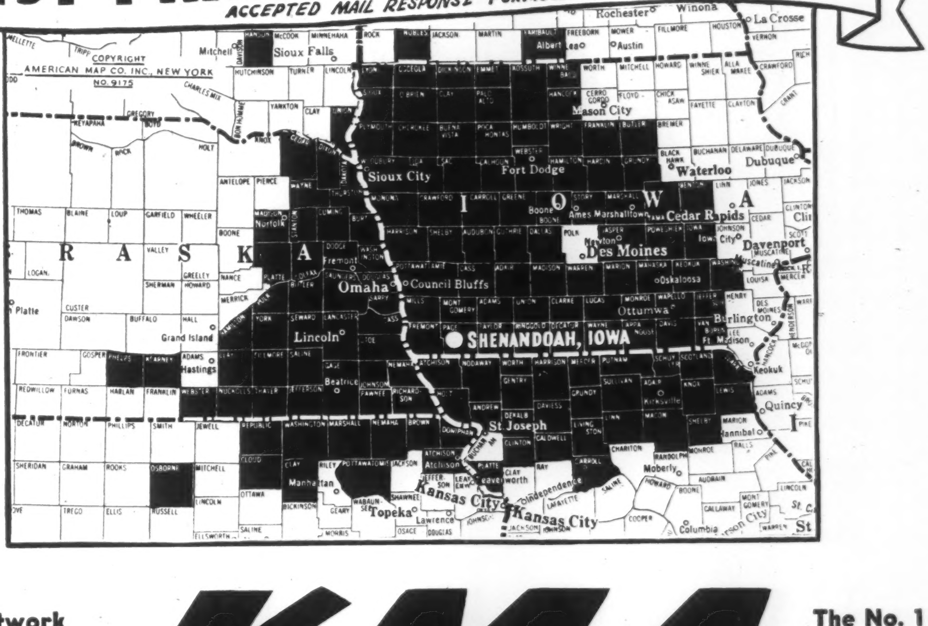
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151 COUNTIES AROUND SHENANDOAH, IOWA

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GARDEN CITY PUBLISHING Co., New York (business encyclopedia). Agency: Huber Hoge & Sons, N. Y. *t*

GARDNER NURSERY Co., Osage, Ia. plants). Agency: Northwest Radio Co., Seattle. *n sp t ta sa*

GARRETT & Co., Brooklyn (Virginia Dare wine). Agencies: Sterling Beeson Inc., Toledo; Ruthrauff & Ryan, Chicago & N. Y. *sp sa n*

GARRETT Corp., Inglewood, Cal. (aircraft equipment). Agency: J. Walter Thompson Co., Los Angeles.

GARST & THOMAS, Coon Rapids, Ia. (seed corn). Agency: R. J. Potts-Calkins & Holden, Kansas City. *sa*

GARST & THOMAS, Des Moines (seed corn). *t*

GARTH-WEST, Boston (Ultra-tan). Agency: Chambers & Wisell, Boston.

GEBHARDT CHILI POWDER Co., San Antonio. Agency: Pitluk Adv. Agency, San Antonio. *sa*

GEM PACKING Co., New York (oil). Agency: Piedmont Adv., N. Y. *sp*

GENERAL BAKING Co., New York (Bond bread). Agencies: Newell-Emmett Co., N. Y.; Ivey & Ellington, Philadelphia; Mitchell-Faust, Chicago. *n sp sa t ta*

GENERAL BREWING Corp., San Francisco (Lucky Tiger Beer). Agency: McCann-Erickson, San Francisco. *sa t*

GENERAL CIGAR Co., New York. Agencies: Federal Adv. Agency, N. Y. (Van Dyck); J. Walter Thompson Co., N. Y. (White Owl). *n t rn ta ne*

GENERAL DRY BATTERIES OF CANADA, Toronto. Agency: A. McKim, Ltd., Toronto. *sp sa*

GENERAL ELECTRIC Co., Schenectady, N. Y., Cleveland, and Bridgeport, Conn. (electrical devices). Agencies: Maxon Inc., N. Y. & Cleveland; BBDO, N. Y.; Foster & Davies, Cleveland; N. W. Ayer & Son, N. Y. *n sa t sp ne*

GENERAL FOODS Corp., New York (Maxwell House coffee, Grape Nuts, etc.). Agencies: Young & Rubicam, N. Y. (Grape Nuts, Jell-O, Calumet Baking Powder, Frosted Foods, La France, Postum, Sanka); Benton & Bowles, N. Y. (Post Toasties, Huskies, Sure-Jell, Baker's, Certo, Diamond Crystal Salt, Maxwell House Coffee, Bran Flakes); Advertisers Broadcasting Co., N. Y. (Diamond Crystal salt, Maxwell House coffee); Young & Rubicam, N. Y. (Wheat-Meal). *n t sa ta sp*

GENERAL FOODS Ltd., Toronto (Certo, Palmolive soap, Colgate tooth paste, Halo shampoo). Agency: Baker Adv., Toronto. *n sa*

GENERAL MILLS, Minneapolis (Gold Medal flour, Kix, etc.). Agencies: McCord Co., Minneapolis; Blackett-Sample-Hummert, Chicago (Kix); Knox Reeves Adv. Minneapolis (Wheaties): Westco Adv. Co., San Francisco (Sperry flour); BBDO, N. Y. *ne n t sp sa ta*

GENERAL MOTORS Corp., Detroit. Agencies: D. P. Brother & Co., Detroit; Campbell-Ewald Co., N. Y.; Campbell-Ewald Co., Detroit; Arthur Kudner Inc., N. Y.; MacManus, John J. Adams, Detroit; BBDO, N. Y. *n sa sp rn ta*

GENERAL MOTORS OF CANADA, Oshawa, Ont. Agency: MacLaren Adv. Co., Toronto. *sp*

GENERAL PETROLEUM Corp., Los Angeles. Agency: Smith & Drum, Los Angeles. *rn sa*

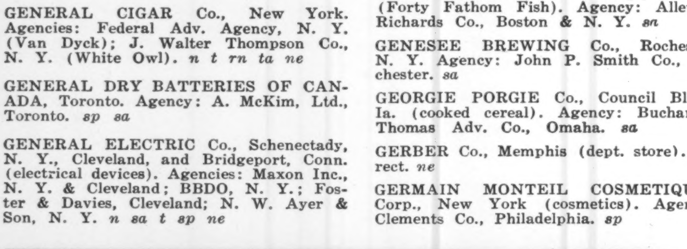
GENERAL SEAFOODS Corp., Boston (Forty Fathom Fish). Agency: Allev & Richards Co., Boston & N. Y. *sa*

GENESEE BREWING Co., Rochester, N. Y. Agency: John P. Smith Co., Rochester. *sa*

GEORGIE PORGIE Co., Council Bluffs. Ia. (cooked cereal). Agency: Buchanan-Thomas Adv. Co., Omaha. *sa*

GERBER Co., Memphis (dept. store). Direct. *ne*

GERMAIN MONTEIL COSMETIQUES Corp., New York (cosmetics). Agency: Clements Co., Philadelphia. *sp*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General Manager

GILBERT-BARKER MFG. Co., West Springfield, Mass. Agency: McCann-Erickson, N. Y. *sp*

GILLETTE SAFETY RAZOR Co., Boston. Agency: Maxon Inc., N. Y. *n sp*

GILLETTE SAFEY RAZOR Co. of Canada, Montreal. Agency: Maxon Inc., Detroit. *n*

GILMORE OIL Co., Los Angeles (Red Lion Record Breaker gasoline). Agencies: Botsford, Constantine & Gardner, Los Angeles; Ruthrauff & Ryan, Hollywood. *rn sa ta*

GILSON MFG. Co., Guelph, Ont. (furnaces). Agency: R. C. Smith & Son, Toronto. *sp*

GIMBEL Bros., Pittsburgh (dept. store). Agency: J. Grant Co., Pittsburgh. *ta*

GIVEL FURNITURE Co., E. Chicago. Direct. *sa*

GLASER-CRANDELL Co., Chicago (Derby barbecue sauce). Agency: Earle Ludgin, Chicago. *sp*

GLOBE BREWING Co., Baltimore (Arrow beer). Agency: Joseph Katz Co., Baltimore. *sp ne t*

GLOBE MILLS, Seattle (flour). Agency: McCann-Erickson, San Francisco. *sp*

GOEBEL BREWING Co., Detroit (Gold Label beer, Goebel Bantam beer). Agency: Brooke, Smith, French & Dorrance, Detroit. *sp*

GOLAN WINES, Los Angeles. Agencies: Brown & Thomas, N. Y.; Weiss & Geller, N. Y. *sp sa*

GOLDBAN PHARMACEUTICAL Co., Camden (Tarpinod cough remedy). Agency: Harry Feigenbaum, Philadelphia. *sp ne*

GOLDEN AGE Corp., Los Angeles (macaroni). Agency: Brisacher, Davis & Staff, Los Angeles. *sa*

GOLDEN GLINT Co., Seattle (shampoo). *sa*

GOLDEN STATE Co., San Francisco (dairy products). Agency: Ruthrauff & Ryan, San Francisco. *sp ta ne sa*

GOLDENROD ICE CREAM Co., Chicago. Agency: Goodkind, Joice & Morgan, Chicago. *sa*

SAMUEL GOLDWYN Inc., New York. Agency: Donahue & Coe, New York. *sa*

GOOCH MILLING & ELEVATOR Co., Lincoln, Neb. Agency: Potts-Turnbull, Kansas City, Mo. *sp*

GOODALL Co., Cincinnati (sub. of Goodall Worsted Co.) Sanford, Me. Agency: Ruthrauff & Ryan, N. Y.

GOOD FOODS Inc., Minneapolis (Skippy peanut butter). Agency: Campbell-Mithun Inc., Minneapolis. *t*

GOOD HUMOR ICE CREAM Co., Los Angeles. Agency: Western Adv. Agency, Los Angeles. *sp*

GOOD LUCK FOOD Co., Rochester, N. Y. (prepared desserts). Agency: F. A. Hughes & Co., Rochester. *sp rn sa*

A. GOODMAN & SONS, N. Y. (noodles). Agency: Al Paul Lefton Co., N. Y. *sa ne*

B. F. GOODRICH RUBBER Co., Akron (tires). Agencies: Ruthrauff & Ryan, N. Y. (Seal O Matic inner tube); Buchanan & Co., N. Y.; Griswold-Eshleman Co., Cleveland (tractor tires); BBDO, N. Y. *sp*

GOODYEAR RUBBER Co., Middleton, Conn. Agency: N. W. Ayer & Son, N. Y. *sa*

GOODYEAR SERVICE STORES, Los Angeles (Southern Cal. chain). Agency: Smith & Bull Adv., Los Angeles. *ne sa t*

GORTON'S CHILDREN'S WEAR SHOPS, Pasadena (chain). Agency: Charles N. Stahl, Hollywood. *sp*

GOSPEL BROADCASTING ASSN., Los Angeles (religious). Agency: R. H. Alber Co., Los Angeles. *sp n t*

GOSPEL TABERNACLE, New York (religious). Direct. *sp*

GOTHAM SILK HOSIERY, New York. Direct. *n sp*

GRABOSKY BROS., Philadelphia (cigars). Agency: Harry Feigenbaum Adv. Agency, Philadelphia. *sa*

GRAHAM Co., New York (Rainbow dried grocery products). Agency: Blaine-Thompson Co., N. Y. *sa*

L. J. GRASS NOODLE Co., Chicago (soup). Agency: Charles Silver & Co., Chicago. *sp sa*

GRAVEN-INGLIS Co., Stockton, Cal. (bread). Agency: Sydney Garfinkel Adv., San Francisco. *sp sa*

GREAT ATLANTIC & PACIFIC TEA Co., Boston. Agency: Paris & Peart, N. Y. *rn sa ta*

GREAT EASTERN FUEL Co., Brooklyn (Convert-O-Grate). Agency: Director & Lane, N. Y. *ne sa*

GREAT WEST DISTRIBUTERS, Calgary, Alta. Agency: Stewart-McIntosh Ltd., Calgary. *ne*

GREAT WESTERN LAUNDRY Co., Chicago. Agency: Salem N. Baskin Adv. Agency, Chicago. *sp*

GREATER NEW YORK CONFERENCE OF THE SEVENTH DAY ADVENTIST, New York. Direct. *sp*

GREEN'S CHILDREN'S SHOE STORES, Los Angeles (chain). Agency: Charles N. Stahl Adv., Hollywood. *sp*

GREENSPAN BROS., Perth Amboy, N. J. (Flagstaff canned foods). Agency: Weiss & Geller, New York. *sp sa*

GRENNAN BAKERIES, Minneapolis. Agency: Campbell-Mithun, Minneapolis. *sa*

WM. GRETZ BREWING Co., Philadelphia. Agency: Howard Seberhagen, Philadelphia. *sp*

GREY HOSIERY MILLS (Mary Grey Hosiery). Bristol, Va. Agency: Houck & Co., Roanoke.

GRIESEDIECK BROS. BREWERY, St. Louis. Agencies: Ruthrauff & Ryan, N. Y.; BBDO, Chicago. *sp sa ne*

GRIESEDIECK WESTERN BREWERY Co., Belleville, Ill. (Stag beer). Agencies: J. Walter Thompson Co., Chicago; Gardner Adv. Co., St. Louis. *sp sa*

GRIFFIN MFG. Co., Brooklyn (shoe polish). Agency: Bermingham, Castleman & Pierce, N. Y. *sa n ne sp t ta*

GRIGGS, COPPER & Co., St. Paul (food). Agency: McCord Co., Minneapolis. *sa*

GROCERY STORES Co., Libertyville, Ill. Agency: Joseph Jacobs Jewish Market Organization.

L. O. GROTHE LTD., Montreal (tobacco). Agency: Canadian Adv. Agency, Montreal. *n sp*

GROVE LABS., St. Louis (Bromo-Quinine). Agencies: J. Walter Thompson Co., Chicago; Russel M. Seeds Co., Chicago; H. W. Kastor & Sons, Chicago; Ruthrauff & Ryan, Chicago. *n ne sa sp t*

GRUEN WATCH Co., Cincinnati. Agencies; Compton Adv., N. Y.; McCann-Erickson, N. Y. *t sa*

GRUEN WATCH Co., Toronto. Agency: Cockfield, Brown & Co., Toronto. *sp*

GUARDIAN TOBACCO Co., New York. Agency: Calkins & Holden, New York. *sa*

CHARLES GULDEN, New York (mustard). Agency: Charles W. Hoyt Co., N. Y. *sp n ne*

GULF OIL Corp., Pittsburgh (insecticide spray, oil products). Agency: Young & Rubicam, N. Y. *n t sp*

S. GUMPERT Co., New York. Agency: Director & Lane Adv., New York.

GUNTHER BREWING Co., Baltimore. Agencies: Ruthrauff & Ryan, N. Y.; H. E. Hudgins, Baltimore. *sp sa t*

NEWELL GUTRADT Co., San Francisco (cleanser). Agency: Botsford, Constantine & Gardner, San Fancisco. *ta*

GUTTA PERCHA & RUBBER, Toronto (tires). Agency: A. McKim Ltd., Toronto. *sp*

H

HAAS BROS., San Francisco (wholesale grocery). Agencies: Robert Smith Adv. Agency, Los Angeles; Leon Livingston Adv., San Francisco. *ne rn sp*

HALDEMAN-JULIUS PUB. Co., Girard, Kan. (books). Agency: Huber Hoge & Sons, N. Y. *sp*

JAMES B. HALL Inc., New York. Agency: Arthur Rosenberg Co., New York.

HALL BROS., Kansas City (greeting cards). Agency: Henri, Hurst & MacDonald, Chicago. *sp n*

HALL HARDWARE, Minneapolis. Agency: Campbell-Mithun, Minneapolis. *sa*

PETER HAND BREWERY Co., Chicago (Meister Bran beer). Agency: Mitchell-Faust Adv. Co., Chicago. *t sp*

JAMES HANLEY Co., Providence, R. I. (ale). Agency: Harold Cabot Co., Boston. *ta*

CHRIS HANSEN'S LABS., Little Falls, N. Y. (Junket). Agency: Mitchell-Faust Adv. Co., Chicago. *ta sa sp*

CHRIS HANSEN'S LABS., Toronto (Junket). Agency: A. McKim Ltd., Toronto. *sa ta*

HANSON & MATSON Co., Chicago (Oakfield farms, butter). Agency: Duane Wanamaker Adv., Chicago. *sa*

HARDWICK & MAGEE, Philadelphia (rug & carpet). Agency: Harry Feigenbaum. *ne*

HARLEYSVILLE MUTUAL CASUALTY Co. and MUTUAL AUTO FIRE INSURANCE Co., Harleysville, Pa. (insurance). Agency: Carter-Thompson Co., Philadelphia.

HARTUNG AIRCRAFT CORP., Cleveland (school). Direct. *sp*

HARTZ MOUNTAIN PRODUCTS, New York (bird seed, Joy dog food). Agency: George H. Hartman Co., Chicago. *sa sp*

HARVEL Co., New York (watches). Agency: A. W. Lewin, New York. *sp ne sa*

HASKINS BROS & Co., Omaha (soap). Agencies: Presba, Fellers & Presba, Chicago; Sidney Garfinkel Adv. Agency, San Francisco. *sa sp t*

J. A. HAUGH MFG. Co., Toronto (work clothes). Agency: Wm. Orr & Co., Toronto. *ne*

HAUSWALD BAKERY, Baltimore. Agency: Paul Brown Adv., Baltimore. *sa*

HAWAIIAN PINEAPPLE Co. Honolulu (Dole). Agencies: Young & Rubicam, N. Y.; N. W. Ayer & Son, Philadelphia. *n sa*

HEALTHAIDS Inc., Jersey City (Serutan, vitamin beverage). Agencies: Raymond Spector Co.; Ruthrauff & Ryan, N. Y. *t n sa sp ne*

HECKER PRODUCTS Co., New York (H-0 oats). Agency: Clements Co., Philadelphia. *sp n*

H. J. HEINZ Co., Pittsburgh (Swerl soap; soup). Agency: Maxon Inc., Detroit. *sa*

WM. HENRY Co., Los Angeles (Van Camps Tenderoni). Agency: Calkins & Holden, New York. *sp*

HERALD AMERICAN, Chicago (newspaper). Agency: Bozell & Jacobs, Chicago. *sa*

DR. HESS & CLARK Inc., Ashland, O. (livestock tonic). Agency: N. W. Ayer & Son, Philadelphia. *sa ta*

HIGGINS INDUSTRIES Inc., New Orleans. Agency: Bauerlein Inc., New Orleans. *sp n*

HIGH'S ICE CREAM Co., Washington (dairy products). Agency: Courtland D. Ferguson, Washington. *sa*

HILLS BROS., New York (dates, bread mix). Agency: Biow Co., N. Y. *sa*

HILLS BROS., San Francisco (coffee). Agency: N. W. Ayer & Son, San Francisco. *sa ta*

HIRESTRA LAB. Inc., New York (Endocreme skin cream). Agency: Van Dolen, Givaudan & Masseck, New York. *sa sp*

DR. HISS FOOT CLINIC, Los Angeles. Agency: Erwin, Wasey & Co., Los Angeles. *sa sp t*

HI-VITAMIN Corp., New York (capsules). Agency: Applied Merchandising Inc., N. Y. *sp*

HOFFMAN BEVERAGE Co., Newark (soft drinks). Agency: BBDO, N. Y. *ta sp*

HOLLAND FURNACE Co., Holland, Mich. Agencies: Ruthrauff & Ryan, Chicago; Stack-Goble Adv. Agency, Chicago; Roche, Williams & Cunnyngham, Chicago. *n t*

R. M. HOLLINGSHEAD Corp., Camden, N. J. Agency: James G. Lamb Co., Philadelphia.

HOLLYWOOD FILM STUDIOS, Hollywood. Agencies: Phil Gordon Agency; Raymond R. Morgan, Hollywood. *sp sa n*

HOME DIATHERMY Co., New York. *sa*

HONEY DEW LTD., Toronto (restaurants). Agency: F. H. Hayhurst Co., Toronto. *sp*

H. P. HOOD & SONS, Boston, Mass. (milk). Agency: Harold Cabot Co., Boston. *ta ne t*

JACOB HORNUNG BREWING Co., Philadelphia (beer). Agency: John Falkner Arndt, Phila. *t sp*

HOROWITZ-MARGARETEN Co., New York (food). Agency: Advertisers Broadcasting Co., N. Y.

HOUSE OF BETTER LIVING, Los Angeles (natural foods). Agency: Associated Adv. Agency, Los Angeles. *sp*

HOUSE OF HOLLYWOOD, Los Angeles (cosmetics). Agency: Eugen F. Rouse & Co., Los Angeles

HOUSE OF OLD MOLINEAUX, (wines), Boston. Agency: Hirshon-Garfield, Boston.

HOUSEHOLD FINANCE Corp., Chicago (family finance service). Agency: BBDO, Chicago. *n rn sa t sp ta*

HOWARD CLOTHES Inc., New York. Agency: Redfield-Johnstone, N. Y. *sp n*

W. J. HOWEY Co., Lake County, Fla. (hotel resort). Agency: Beaumont & Hohman, Chicago. *sa*

HUBBARD GROCERY Co., Charleston, W. Va. (distributers of Moon Rose products). *ne*

HUBINGER Co., Keokuk, Ia. (Quick Elastic starch). Agency: Ralph Moore Inc., St. Louis. *sa*

RICHARD HUDNUT Inc., New York (Marvelous cigarettes, cosmetics). Agencies: Benton & Bowles, N. Y.; G. Lynn Summer Co., N. Y.; Kenyon & Eckhardt, N. Y. *sa sp n*

HUDSON'S BAY Co., Winnipeg (raw furs division). Agency: Cockfield, Brown & Co., Winnipeg. *n sp*

HUDSON'S BAY Co., Winnipeg (liquor, raw fur, department store). Agency: Cockfield, Brown & Co., Winnipeg. *sa*

HUDSON CANADIAN FUR Co., Brooklyn. Direct. *sp*

HUDSON COAL Co., Scranton. Agency: Leighton & Nelson, Schenectady. *sp ne*

HUDSON PULP & PAPER Corp., New York & Philadelphia (paper napkins). Agency: Joseph Katz Co., N. Y. *sa*

HUDSON SALES Corp., Los Angeles. Agency: Mayers Co., Los Angeles. *ta ne*

HULMAN & Co., Terre Haute, Ind. (Clabber Girl baking powder). Agency: Pollyea Adv., Terre Haute. *sa ta*

HUMBLE OIL & REFINING Co., Houston. Agency: Franke-Wilkinson-Schiwetz, Houston. *n sa sp rn*

HUMPHREYS HOMEOPATHIC MEDICINE Co., New York. Agency: Atherton & Currier Inc., N. Y. *sa*

HYDE PARK BREWERIES, St. Louis. Agencies: Ruthrauff & Ryan, St. Louis; Young & Rubicam, St. Louis. *sp*

I

ICE FOLLIES, San Francisco. Agency: Allied Adv., San Francisco. *sa*

IDEAL PUBLISHING Co., New York (movie magazine). Direct. *ne*

IGLEHART BROTHERS Co., New York (flour), subsidiary of General Foods Sales Corp. Agency: Young & Rubicam, N. Y. *n sp*

ILLINOIS BELL TELEPHONE Co., Chicago. Agency: N. W. Ayer & Son, N. Y. *sa*

ILLINOIS COMMERCIAL MEN'S ASSN., Chicago (personal accident insurance). Agency: L. W. Ramsey Co., Chicago. *sp*

ILLINOIS MEAT Co., Chicago (Redi-Meat). Agency: Neisser-Meyerhoff, Chicago. *n*

IMPERIAL OIL LTD., Toronto. Agency: MacLaren Adv. Co., Toronto. *n ta t*

IMPERIAL OPTICAL Co., Toronto. Agency: Vickers & Benson, Toronto. *sp*

IMPERIAL TOBACCO Co., Montreal (Winchester cigarettes). Agency: Whitehall Bcstg. Ltd., Montreal. *ta sp*

INDEPENDENT DRUGGISTS ASSN., Toronto (drug stores). A. McKim Ltd., Toronto. *sa sp*

INDEPENDENT LOCK Co., Fitchburg, Mass. Agency: Wm. B. Remington Inc., Springfield, Mass. *sp n*

INDEPENDENT PNEUMATIC TOOL Co., Aurora, Ill. (Thor tools). Agency: O'Grady-Andersen, Chicago.

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INDIANA BELL TELEPHONE Co. Indianapolis. Direct. *sa*

INDUSTRIAL FEDERAL SAVINGS & LOAN Co., Denver. *sp*

INDUSTRIAL SHIPBUILDING & ENGINEERING Co., Los Angeles (welding school). Agency: Chas. H. Mayne Co., Los Angeles. *sp ta t*

INDUSTRIAL UNDERGARMENT Corp., New York (smocks). Agency: Norman D. Waters & Assoc., New York. *sa*

INLAND MILLS, Des Moines (Certainty flour). Agency: Son de Regger & Brown, Des Moines. *sp*

INTERCONTINENTAL AUDIO-VIDIO Corp., New York. Agency: S. Duane Lyon, New York.

INTERNATIONAL CELLUCOTTON PRODUCTS Co., Chicago (Kleenex). Agency: Lord & Thomas, Chicago. *n sa*

INTERNATIONAL CORRESPONDENCE SCHOOLS, Scranton. Agency: N. W. Ayer & Son, N. Y. *t sp*

INTERNATIONAL HARVESTER Co., Chicago (McCormick - Deering dealers, twine). Agencies: Aubrey, Moore & Wallace, Chicago; McCord Co., Minneapolis. *sa sp*

INTERNATIONAL MILLING Co., Greenville, Tex. (Robin Hood flour). Agency; Campbell-Mithun, Minneapolis. Direct. *ta sp sa*

INTERNATIONAL SALT Co., Scranton. Agency: J. M. Mathes Inc., N. Y. *n sa*

INTERNATIONAL SILVER Co., Meriden, Conn. (silverware). Agency: Young & Rubicam, N. Y. *n*

INTERNATIONAL SILVER Co., Hamilton, Toronto (silverware). Agency: Young & Rubicam, Toronto. *sp ne n*

INTER-OCEAN CASUALTY Co., Dallas. Agency: Direct. *ne*

INTERSTATE BAKERIES Corp., Kansas City, Mo. (Butternut bread, Dolly Madison cake). Agencies: Potts-Turnbull Adv. Co., Kansas City, Mo.; Potts, Calkins & Holden, Kansas City; R. J. Potts & Co., Kansas City. *ne*

INTERSTATE BAKERIES Corp., Los Angeles. Agencies: Scholts Adv. Service, Los Angeles; Dan B. Miner Co., Los Angeles. *rn ta sa*

INTERSTATE BAKERIES Corp., Tuscola, Ill. Direct. *sa ta*

INTERSTATE CIRCUIT Inc., Dallas (theaters). Direct. *sp*

INTERSTATE COTTON OIL REFINING Co., Sherman, Tex. (Mrs. Tucker's Shortening). Agency: Crook Adv., Dallas. *rn sp*

INTERSTATE LUMBER Co., Dallas (building materials). Direct. *sa*

INTERSTATE NURSERIES, Hamburg, Ia. Agency: Buchanan-Thomas, Omaha. Direct. *sp t*

IOWA SOAP Co., Burlington, Ia. Agency: James G. Lamb Co., Phila. *sp t*

IRONITE VITAMIN Co., Chicago. Agency: Jones Frankel Co., Chicago. *sp*

IRONIZED YEAST Co., Atlanta, Ga. (yeast tablets). Agency: Ruthrauff & Ryan, N. Y. *n rn sa*

ITALIAN-SWISS COLONY, San Francisco (wines). Agency: Leon Livingston Adv., San Francisco. *t ne sa sp*

ITALIAN VINEYARD WINE Co., Guasti, Cal. (IVC wines). Agency: Dan B. Miller Co., Los Angeles. *ta*

IVEL FUR Co., New York. *sa*

J

JACQUES SEED Co., Prescott, Wis. Agency: Triangle Adv. Agency, Chicago. *sa*

JANTZEN KNITTING MILLS, Portland, Ore. (Jan suntan cream). Agency: Botsford, Constantine & Gardner, San Francisco.

DR. D. JAYNER & Son, Philadelphia (Dr. Jayne's cough remedy). Agency: J. M. Korn Agency, Philadelphia. *t*

JOHN F. JELKE Co., Chicago (Good Luck margarine). Agency: Young & Rubicam, N. Y. *t*

JELSERT Co., Chicago. Agency: George H. Hartman Co., Chicago.

JENKINS BROS., Bridgeport, Conn. (valve mfrs.). Agency: Horton-Noyes, Providence. *sp*

ANDREW JERGENS Co., Cincinnati (Woodbury's soap, Jergens lotion). Agency: Lennen & Mitchell, New York. *sa n ne*

A. B. JOFFE Co., San Francisco (men's clothing). Agency: Arthur Kaplan Adv., N. Y. *sa*

JOHNS-MANVILLE Corp., New York. Agency: J. Walter Thompson Co., N. Y. *sp n*

S. C. JOHNSON & SON, Racine, Wis. (Johnson's wax, enamel). Agencies: Needham, Louis & Brorby, Chicago; Erwin, Wasey & Co., N. Y. *n sp sa*

S. C. JOHNSON & SON, Brantford, Ont. (wax). Agencies: Needham, Louis & Brorby, Chicago; Vickers & Benson, Montreal. *t n*

JOHNSON, CARVELL & MURPHY, Los Angeles (Kellogg's roach & ant paste). Agencies: Elwood J. Robinson, L. A. Adv., Los Angeles; W. C. Jeffries Co., Los Angeles. *ta*

JOHNSON, CARVELL & MURPHY, Los Angeles (grocery). Agency: Heintz Pickering & Co., Los Angeles. *sp*

JOHNSON & JOHNSON, New Brunswick, N. J. (Tek toothbrushes). Agencies: Ferry-Hanly Co., N. Y.; (Band-Aid), Young & Rubicam, N. Y. *n sa*

JOY CANDY SHOPS, Chicago. Agency: Malcolm-Howard Adv. Agency, Chicago. *sa*

JULIAN & KOKENGE Co., Columbus, O. (Foot Saver shoes). Agency: Moore & Wallace, Chicago.

K

L. R. KALLMAN & Co., Chicago (Dress Shield deodorant). Agency: J. R. Hamilton Adv., Chicago. *sa*

KASCO MILLS, Waverly, New York. Agency: Campbell-Sanford Adv. Co., Cleveland. *sp sa*

H. S. KASS CLOTHIERS, Chicago. Agency: White Adv. Agency, Chicago. *sp*

KAY PREPARATIONS Co., New York (Formula 301 for skin blemishes). Agency: Director & Lane, N. Y. *sa*

KELITE PRODUCTS Inc., Los Angeles (Kenu cleaner). Agency: Little & Co., Los Angeles. *sp*

KELLOGG Co., Battle Creek, Mich. Agencies: J. Walter Thompson Co., Chicago (Corn Flakes, Rice Krispies, Krumbles, All-Rye and Whole Wheat biscuits); Kenyon & Eckhardt, N. Y. (All-Bran, Pep, Gro-Pup, Bran Flakes); Hays, MacFarland & Co., Chicago (Wheat Krispies and feeds). *ta sp sa*

KELLOGG CO. OF CANADA, London, Ont. (corn flakes). Agency: J. Walter Thompson Co., Toronto. *ta sa*

KELLOGG ANT PASTE Co., Los Angeles (anticide). Agencies: W. C. Jeffries, Los Angeles; Elwood J. Robinson, Los Angeles. *ta sa*

HENRY KELLY IMPORTING & DISTRIB. Co., New York (Old Dutch Brand wines). Agency: Walter W. Wiley Adv., New York.

KERR BROS., Toronto (candy). Agency: Ellis Adv. Co., Toronto. *sa*

KERR GLASS MFG. Corp., Los Angeles (Mason jars). Agency: Raymond R. Morgan Co., Hollywood. *n sa*

KILMER & Co., Inc., Stamford, Conn. (Dr. Kilmer's Vitamin Tablet). *sa*

KILPATRICK BAKERIES, Oakland, Cal. Agency: Emil Reinhardt, Oakland. *sa t.*

KIP Corp., Los Angeles (sunburn ointment). Agency: Philip J. Meany Co., Los Angeles. *ta sa*

KIRKMAN & SON, New York (soap). Agencies: N. W. Ayer & Son, Inc., N. Y.; Newell-Emmett Co., N. Y. *sa sp*

E. L. KNOWLES, Springfield, Mass. (Rubine liniment). Agency: Chas. W. Hoyt Co., N. Y. *sa*

KNOX Co., Hollywood, Los Angeles (Cystex). Agencies: Barton A. Stebbins Adv., Los Angeles; Allen C. Smith Adv. Co., Kansas City. *sp sa ne*

KOLYNOS Co., New Haven (toothpaste). Agencies: Blackett-Sample-Hummert, N. Y. and Chicago; Joseph Jacobs Jewish Market Organization (Jewish trade). *t n sp*

KOPPERS Co., Pittsburgh, Pa. (Koppers Coke). Agency: Chas. Dallas Reach, Newark. *ta sa*

KOTHE WELLS & BAUER, Chicago (coffee). Agency: Russel M. Seeds, Chicago. *sa*

KRAFT CHEESE Co., Chicago (cheese, etc.). Agencies: J. Walter Thompson Co., Chicago; Needham, Louis & Brorby, Chicago (Magic Test eggs, Parkay oleo). *n sp sa*

KRAFT CHEESE, Montreal. Agency: J. Walter Thompson Co., Montreal. *n sp*

KREMOLA Co., Chicago. Agency: M. A. Ring Co., Chicago.

KRESGE'S LTD., Toronto (chain stores). Direct. *sp*

KROGER GROCERY & BAKING Co., Cincinnati (grocers). Agency: Ralph H. Jones Co., Cincinnati. *t sa sp*

G. KRUEGER BREWING Co., Newark. Agency: Compton Adv., N. Y. *ta sp*

KRUTH CHINA Co., St. Louis. *sp*

L

L. B. LABS., Hollywood (hair oil). Agency: Glasser-Gailey & Co., Los Angeles *sa ne*

L. T. S. Co., Elvira, O. (rubber heels). Agency: Carr-Liggett, Cleveland. *sa*

JOHN LABATT LTD., London, Ont. (brewers). Agency: J. Walter Thompson Co., Toronto. *sp n*

LABEL REDEMPTION BUREAU, Los Angeles. Agency: Barton A. Stebbins Adv., Los Angeles. *sa*

LADY ESTHER Co., Evanston, Ill., (powder, etc.). Agencies: Pedlar & Ryan, N. Y.; Lord & Thomas, N. Y. *n sa sp*

LADY ESTHER LTD., Toronto (cosmetics). Agency: Pedlar & Ryan Inc., N. Y. *n sp*

LAMB & LAMB PUBLISHING Co., Chicago (book for servicemen's families). Agency: Gourfain-Cobb and Irving J. Rosenbloom Adv., Chicago. *sp*

DR. J. O. LAMBERT Ltd., Montreal (medicinal). Agency: J. E. Huot Reg., Montreal. *n sp t*

LAMBERT PHARMACAL Co., St. Louis (Listerine, Milk-O-Mag, Listerine toothpaste). Agencies: Lambert & Feasley, N. Y.; Ruthrauff & Ryan, Chicago. *n sa t sp*

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LAMONT, CORLISS & Co., New York (lotions, Nestle's). Agencies: J. Walter Thompson Co., N. Y.; Cecil & Presbrey, N. Y. *sp n t sa rn*

LAMONT, CORLISS & Co., Toronto (Pond's cream). Agency: J. Walter Thompson Co., Toronto. *n sa*

LAMONT FORBES Co., Jesery City (La Cumba Cordial & Cocktail). Agency: Nachman & Co., New York. *sa*

LANCE Inc., Charlotte, N. C. (cheese crackers). Agencies: Nachman-Rhodes Adv. Agency, Charlotte; Morse International, N. Y. *rn*

LAND O'LAKES CREAMERIES, Minneapolis (butter). Agency: Campbell-Mithun, Minneapolis. *ne sp t n*

LAND TITLE TRUST Co., Philadelphia (bank). Agency: Stewart-Jordan Adv., Philadelphia. *sp*

LANGENDORF UNITED BAKERIES, San Francisco. Agencies: Leon Livingston Adv. Agency, San Francisco; Ruthrauff & Ryan, San Francisco; Erwin, Wasey & Co., San Francisco. *rn sp sa*

LANGLEY'S LTD., Toronto (chain cleaner). Agency: A. McKim, Toronto. *sa*

LANSDOWNE STEEL & IRON Co., Gadsden, Ala. (institutional). Direct. *n sp*

LANTEEN MEDICAL LABS., Chicago (Vi-Teens vitamin tablets). Agency: Vanden Co., Chicago.

V. LaROSA & SONS, New York. Agencies: M. H. Hackett, N. Y.; Commercial Radio Service, N. Y. *sp sa*

LARUS & BRO. Co., Richmond, Va. (Edgeworth tobacco, etc.) Agency: Warwick & Legler, N. Y. *ta sa sp*

LATA WINERY Co., Dinuba, Cal. (Lata, St. Charles wines). Agency: Barton A. Stebbins, Los Angeles. *sa*

LAURA SECORD CANDY SHOPS, Toronto (chain). Agency: Cockfield, Brown & Co., Toronto. *sp*

S. F. LAWRASON & Co., London, Ont. (cleaning products). Agency: Norris-Patterson Ltd., Toronto. *sp*

LEAVITT DEPT. STORES, Manchester, N. H.

L. M. LeBOLD & Co., Rochester, N. Y. Agency: Gradu & Wagner Co., New York.

THOMAS LEEMING & Co., New York (Baume Bengue). Agency: Wm. Esty & Co., N. Y. Kenyon & Eckhardt, N. Y. C. *sa*

HERMAN LEFKOE Co., Philadelphia (optical store). Agency: H. H. Dittman, Philadelphia. *ne*

DR. Le GEAR MEDICINE Co., St. Louis (poultry remedy). Agency: Simmonds, & Simmonds, Chicago.

A. J. LEGUM FURNITURE Co., Norfolk, Va. (furniture). *sp*

LEHN & FINK PRODUCTS Co., New York. Agency: Wm. Esty & Co., N. Y. (Hinds Honey & Almond cream); Lennan & Mitchell, N. Y. (Lysol). *n sa ta sp*

P. J. LeROY Co., New York

LESLIE SALT Co., San Francisco. Agency: Erwin, Wasey & Co., San Francisco. *ta*

LEVER BROS. Co., Cambridge, Mass. Agencies: (Lifebuoy, Rinso), Ruthrauff & Ryan, N. Y.; J. Walter Thompson Co., N. Y.; (Gold Dust, Silver Dust, Fairy Soap, Sunny Monday soap, Vimms), BBDO, N. Y.; Wm. Esty & Co., N. Y.; Young & Rubicam, N. Y. (Lipton tea, Spry, Swan soap). *ta n sp t sa*

LEVER BROS. Ltd., Toronto soap). Agencies: J. Walter Thompson Co., Toronto; Ruthrauff & Ryan, N. Y.; Young & Rubicam, N. Y. *t n sa*

HOTEL LEXINGTON, New York City.

LEWIS CIGAR Co., New York (Seidenberg cigars). Agency: Lewis Adv., New York. *ne*

LEWIS CLOTHES, New York. Agency: Sawdon Agency, N. Y. *sa*

WILLIAM A. LEWIS CLOTHING Co., Chicago. Agency: Gourfain-Cobb Adv. Agency, Chicago. *ne*

LEWIS-HOWE Co., St. Louis (Tums, Nature's Remedy). Agencies: H. W. Kastor & Sons Adv. Co., Chicago; Stack-Goble Adv. Agency, Chicago (Tums); J. Walter Thompson Co., Chicago (Tums); Roche, Williams & Cunnyngham, Chicago and N. Y. *sp n*

LEWIS-HOWE Co., Windsor, Ont. (medicinal). Agency: R. C. Smith & Co., Ltd., Toronto. *sa*

LIBBY, McNEILL & LIBBY, Chicago (food products). Agency: J. Walter Thompson Co., Chicago. *sa sp*

LIBBY, McNEILL & LIBBY of Canada, Chatham, Ont. (condensed milk). Agency: Eastman & Co.. Toronto. *t sa sp*

LIBBY-OWENS-FORD GLASS Co., Toledo, and Chicago. Agency: Fuller, Smith & Ross, Cleveland & N. Y. *ne n*

H. LIEBES & Co., San Francisco (dept. store). *sp*

LIEBMANN BREWERIES, Brooklyn. Agency: Young & Rubicam, New York. *sp*

LIGGETT & MYERS TOBACCO Co., New York (Chesterfield, Velvet). Agency: Newell-Emmett Co., N. Y. *n t sp ta sa*

LINDSAY RIPE OLIVE Co., Lindsay, Cal. Agency: Lord & Thomas, Los Angeles. *sp*

LION OIL Co., El Dorado, Ark. Agency: Anfenger Adv. Co., St. Louis. *sp*

THOMAS J. LIPTON, Hoboken, N. J. (tea, Continental soup). Agency: Young & Rubicam, N. Y. *sa n*

THOMAS J. LIPTON, Ltd., Toronto (tea). Agency: Vickers & Benson, Montreal. *n sa ta*

LISTENWALTER & GOUGH, Los Angeles (Nu Enamel). Agency: Noble Adv. Co., Los Angeles. *sa*

LIT BROTHERS, Philadelphia (department store). *sp*

LITTLE CROW MILLING Co., Warsaw, Ind. (flour). Agency: Rogers & Smith, Chicago. *sp t*

LIVINGSTON BROS., San Francisco (dept store). Direct. *sp*

LOCAL LOAN Co., Chicago. Agency: George H. Hartman Co., Chicago. *t sp*

LOCKHEED & VEGA AIRCRAFT Corps., Burbank, Cal. Agency: Lord & Thomas, Los Angeles. *sp n*

LOCKWEDGE SHOE Corp of America, Columbus, O. (Dr. M. W. Locke shoes). Agency: Moore & Wallace, Chicago.

LOEW'S THEATRES, New York (*I Wanted Wings*). Agency: Donahue & Coe, N. Y. *sa*

LOG CABIN BREAD Co., Los Angeles. Agency: Dan B. Miner Co., Los Angeles. *ta sa*

LOMA LINDA FOOD Co., Arlington, Cal. (cereal). Agencies: Lisle Sheldon Adv., Los Angeles; Gerth-Knollin Adv., Los Angeles; Gerth-Pacific Adv. Agency, Los Angeles. *rn sa sp*

LOMAX & MOLGAARD, San Francisco. (Dr. Hamilton's Dog Food). Agency: Frederick Seid, San Francisco. *n sa*

R. LOMONTE Co., New York (surgical appliances). Direct. *sp*

S. K LONEGREN, New York (Flag manufacturer). Agency: Van Dolen, Givaudan & Masseck, New York. *sa*

LONGINES-WITTNAUER Co., New York (clocks, watches). Agencies: Arthur Rosenberg Co., N. Y., Russell T. Kelly, Ltd., Montreal. *sa n ta t*

LOOK, Inc., Des Moines (magazine). Agency: Raymond Spector Co., N. Y. Direct. *sa sp*

LOOSE-WILES BISCUIT Co., Long Island City, N. Y. (Krispy Krackers etc.). Agency: Newell-Emmett Co., N. Y. *n*

P. LORILLARD Co., New York (Old Gold, Beech-Nut cigarettes, etc.). Agencies: Lennen & Mitchell, N. Y.; J. Walter Thompson Co., N. Y. (Old Gold). *n t rn sp sa*

LORING STUDIOS Inc. Agency: Julian Gross Adv., Hartford.

LORSTAN STUDIOS, Newark (photographs). Agency: United Adv., Newark. *sp*

LOS ANGELES BREWING Co., Los Angeles. Agency: Lockwood-Shackelford Adv. Agency, Los Angeles. *sa sp*

LOS ANGELES NUT HOUSE, Los Angeles (peanut butter). Agency: Western Adv. Agency, Los Angeles. *t sp*

LOS ANGELES RAILWAY Co., Los Angeles (transportation). Agency: Smith & Bull, Los Angeles. *sa*

LOS ANGELES SOAP Co., Los Angeles (White King soap). Agency: Raymond R. Morgan Co., Los Angeles. *sa sp ta t n ne*

LOS ANGELES UNION STOCKYARDS, Los Angeles (livestock). Agency: Allied Adv. Agencies, Los Angeles. *sa*

LOTITO BROS. Winery, Roscoe, Cal. (West Coast wines). Direct. *sa*

ANDY LOTSHAW Co., Chicago (body rub). Agency: Arthur Meyerhoff & Co., Chicago. *sp n*

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LOUISVILLE REFINING Co., Louisville, Ky. Agency: M. R. Kopmeyer Adv. Agency, Louisville, Ky. *sp*

LOWE BROS. Co., Toronto (paints). Agency: MacLaren Adv. Co., Toronto. *sp*

FREDERICK F. LOWENFELS & SON, New York (Hotel Bar butter). Agency: Al Paul Lefton Co., New York. *sa*

WALTER M. LOWNEY Co., Montreal (candy). Agency: Harry E. Fester Agencies, Toronto. *sp*

LUDENS, Reading, Pa. (cough drops). Agency: J. M. Mathes Inc., N. Y. *sp sa*

LUKENS STEEL Co., Coatesville, Pa. Agency: G. M. Basford Co., N. Y.

LUMBERMEN'S MUTUAL CASUALTY Co., Chicago (insurance). Agency: Leo Burnett Co., Chicago. *ta n ne*

LUTHERAN LAYMEN'S LEAGUE, St. Louis. Agencies: Kelly - Stuhlman & Zahrndt, St. Louis; Kelly, Zahrndt & Kelly, St. Louis. *n t sp*

LUXOR HOTEL & BATHS, New York. Agency: Arthur Rosenberg Co., N. Y. *sp*

LUXOR LTD., Chicago (cosmetics). Agency: Lord & Thomas, Chicago. *t sp n*

LYNN FOOD PRODUCTS Co., Chicago (Mary Lynn Soups). Agency: Bozell & Jacobs, Chicago.

LYON VAN & STORAGE Co., Los Angeles. Agency: BBDO, Hollywood. *n rn sp t sa ta*

M

REV. JOHN F. MacARTHUR, Eagle Rock, Cal. (religious). Agency: Dean L. Simmons. *sp*

MacDONALD TOBACCO LTD., Montreal (British Consol cigarettes). Agency: Richardson-Macdonald Adv. Service, Toronto. *n sa t*

MACFADDEN PUBLICATIONS, New York. Agencies: Erwin, Wasey & Co., N. Y.; Stack-Goble Adv. Agency, N. Y.; Arthur Kudner, N. Y.; Kenyon & Eckhardt, N. Y.; H. C. Morris & Co., N. Y. *n sa sp rn*

MAC'S SUPER GLOSS Co. (auto polish), Los Angeles. Agency: Elwood J. Robinson Adv. Agency, Los Angeles. *ta*

R. H. MACY, New York (department store). Agency: Young & Rubicam, N. Y. Direct. *sp*

MAGAZINE REPEATING RAZOR Co., New York (Schick Injector razor). Agency: J. M. Mathes, Inc., N. Y. *n sp*

I. MAGNIN & Co., San Francisco (women's wear). Agency: Erwin, Wasey & Co., San Francisco. *sp sa*

MAGNOLIA OIL Co., Dallas. *sp*

MAIL POUCH TOBACCO Co., Wheeling (cigars, chewing tobacco). Agency: Walker & Downing, Pittsburgh. *sp n*

MAJOR VITAMINS Inc., New York. Agency: Grey Adv., New York. *sa sp n*

MALTEX Co., Burlington, Vt. (Maltex, cereal). Agency: Samuel C. Croot Co., N. Y. *n sp sa*

MAMMA MIA IMPORTING Co. (edible oil). Direct. *sp*

MANCHESTER BISCUIT Co., Sioux Falls, S. D. Agency: George H. Hartman Co., Chicago. *ne*

MANCHESTER LAUNDRY Co., Philadelphia. Agency: Cox & Tanz, Philadelphia. *t ta*

MANGELS-HEROLD Co., Baltimore (King syrup). Agency: Stewart-Jordan Co., Philadelphia. *sa*

MANHATTAN SOAP Co., New York. Agencies: Milton Weinberg Co., Los Angeles; Franklin Bruck Adv. Corp., N. Y. (Sweetheart Soap). *n rn ta sp sa ne*

B. MANISCHEWITZ Co., Jersey City (matzohs). Agency: A. B. Landau Inc., N. Y. *sa sp*

MANSFIELD SHOES, Whitman, Mass. Agency: Fuller & Smith & Ross Inc., New York.

MANTHO-KREOAMO Co., Clinton, Ill. (M-K for Colds). Agency: Albert Kircher Co., Chicago. *ta n*

MANTLE LAMP CO. OF AMERICA, Chicago (Aladdin lamps). Agency: Presba, Fellers & Presba, Chicago. *sp t*

MAPLE LEAF MILLING Co., Toronto (Red River cereal, flour). Agency: Cockfield, Brown & Co., Toronto. *sp t n*

MARCH OF TIME Inc., New York. *sa*

CHAS. MARCHAND Co., New York (Golden Hair Wash). Agency: Joseph Katz Co., N. Y. *sa*

MARIN DAIRYMEN'S ASSN., San Francisco. Agency: Richard Byrne Adv., San Francisco. *sp*

MARKMAN CREDIT CLOTHIERS, Chicago. Agency: Markleigh Adv., Chicago. *sp*

MARLIN FIREARMS Co., New Haven (razor blades). Agency: Craven & Hedrick, N. Y. *ta sa*

SHOWMANSHIP
KROW
OAKLAND'S HOME-INTEREST STATION
★ REPRESENTED BY FREE & PETERS, INC ★

MARROW'S Inc., Los Angeles & Chicago (Mar-O-Oil shampoo). Agency: Hays, MacFarland & Co., Chicago. *n sa t ta*

MARS Inc., Chicago (candy bars). Agency: Grant Adv. Inc., Chicago. *sp n*

JORDAN MARSH Co., Boston (dept. store). Agency: John C. Dowd, Boston. *sp*

BOB MARTIN LTD., Southport, England (dog medicines). Agency: A. McKim Ltd., Toronto. *sa*

MARTIN & PINE Co., Cleveland (Day's Pine Cleanser). Direct. *sa*

THOMAS MARTINDALE Co., Philadelphia. Agency: Frank Wellman Agency, Philadelphia. *sp*

JOSEPH MARTINSON, New York (coffee). Agencies: Al Paul Lefton Co., N. Y.; Neff-Rogow, N. Y. *ne sp*

MARY JANE SHOES, Philadelphia (chain shoe stores). Agency: Solis S. Cantor, Philadelphia.

MARYLAND PHARMACEUTICAL Co., Baltimore (Rem, Rel). Agency: Joseph Katz Co., Baltimore. *sa ta*

DR. JOHN MATTHEWS, Los Angeles (religious). Agency: Tom Westwood Adv., Los Angeles. *rn*

MAY Co., Los Angeles, (Department Store). Agency: Milton Weinberg Adv. Co., Los Angeles. *ne sp*

MAY-STERN Co., Pittsburgh (furniture). Agency: J. Grant Co., Pittsburgh. *sa*

MAYO BROS. VITAMINS, Los Angeles (vitamin B products). Agency: Bert Butterworth Agency, Hollywood. *sa sp*

McCANN LABS., New York (food). Direct. *sp*

McCOLL FRONTENAC OIL Co., Montreal. Agency: Ronalds Adv. Agency, Montreal. *n sp*

McCONNON & Co., Winona, Minn. (foods, cosmetics). Agencies: McCord Co., Minneapolis; Cramer-Krasselt Co., Milwaukee. *sp sa*

DR. L. D. McGEAR MEDICINE Co., St. Louis. Agency: Simonds & Simonds, Chicago. *sa*

McILLHENNY Co., Avery Island, La. (sauce). Agency: Aubrey, Moore & Wallace, Chicago. *sa ta*

D. McKELVY Co., Minneapolis (Seaforth toiletries for men). Agency: BBDO, New York. *sa*

McKENZIE MILLING Co., Quincy, Mich. (pancake flour). Agency: Moore & Wallace, Chicago.

McKESSON & ROBBINS, Bridgeport, Conn. (drugs, cosmetics). Agencies: Sherman K. Ellis & Co., N. Y.; J. D. Tarcher & Co., N. Y. *sa sp rn n ta ne*

McMAHAN FURNITURE STORES, Santa Monica, Cal. Direct. *ne t*

McMILLAN PETROLEUM Co., Los Angeles (Ring Free Oil). Agency: Roy S. Durstine Inc., New York. *sa*

McMILLEN FEED MILLS, Fort Wayne, Ind. (Dogburger dog food). Agency: Sherman K. Ellis & Co., Chicago.

MEADOW GOLD DAIRIES Inc., Pittsburgh. Agency: Walker & Downing, Pittsburgh. *sp*

MEADOW GOLD PRODUCTS Corp., Brooklyn. Direct. *sp*

MEDUSA PRODUCTS OF CANADA, Toronto (paints). Agency: McConnell-Eastman, Toronto. *sa*

B. MEIER & Co., New York (Broadcast Redi-Meat Dist, Golden Center wheat germ, corn flakes). Agencies: Neff-Rogow Inc., H. C. Morris, N. Y. *n t sa*

MELVILLE SHOE Corp., New York (John Ward, Tom McAn shoes). Agency: Neff-Rogow, N. Y. *ne*

MEM Inc., New York. Agency: Lee Sohn Adv., N. Y.

MENDENHALL MFG. Co., New York (perfume). Direct. *sp*

MENNEN Co., Newark (toiletries). Agency: Russel M. Seeds Co., N. Y. *n ne sp*

MENTHOLATUM Co., Wilmington, Del. Agencies: Dillard Jacobs, Atlanta; J. Walter Thompson Co., N. Y. *sa n ne*

MERRITT CHEMICAL Co., Greensboro, N. C. (foot and skin powders). Agency: Redfield-Johnstone, N. Y. *sa*

METRO-GOLDWYN-MAYER Corp., New York (motion pictures). Agency: Donahue & Coe, N. Y. *sa ta*

MEYENBURG MILK PRODUCTS Co., San Jose, Cal. (dairy products). Agency: M. E. Harlan, San Francisco. *sp*

MEYERS STUDIOS, Toronto (photo stores). Agency: All-Canada Radio Facilities, Toronto. *t*

MICHAEL FLYNN MFG. Co., Philadelphia (metal windows). Agency: William Jenkins, Philadelphia.

MICHIGAN BELL TELEPHONE Co., Detroit. Agency: N. W. Ayer & Son, Detroit. *sa*

MICHIGAN CASUALTY CO., Detroit. Agency: First United Broadcasters, Chicago. *ne*

MICHIGAN MILK PRODUCERS ASSN. Agency: C. H. Chapman Adv.

MID-CONTINENT PETROLEUM Corp., Tulsa. Agency: R. J. Potts & Co., Kansas City; R. J. Potts-Calkins & Holden, Kansas City. *sp ta ne*

MID-TOWN CATERING Co., Los Angeles (restaurant chain). Agency: Milton Weinberg Adv. Co., Los Angeles. *ne*

MILES LABS., Chicago, Ill., Elkhart, Ind. (Alka Seltzer, One-A-Day). Agencies: Wade Adv. Agency, Chicago; Associated Adv. Agency, Los Angeles. *t sa sp n*

MILES LABS., Toronto (Alka-Seltzer). Agency: Cockfield, Brown & Co., Toronto. *n sp*

MILLER & Co. (telescopes). Agency: United Adv. Co., Chicago. *sp*

MILLER BREWING Co., Milwaukee. Agency: Rickerd, H. C. Mulberger, Inc. Milwaukee. *sp sa*

DOUGLAS MILLER Co., Philadelphia (K-y headache tablets). Agency: Harry Feigenbaum, Philadelphia. *sp ne*

MILLER FUR Co., Chicago (retail furriers). Agency: Julian Frank Adv. Co., Chicago. *sa*

MILLER NORTH BROAD STORAGE Co., Philadelphia. Agency: Cox & Tanz, Philadelphia. *sp*

MILLER TELESCOPE Co., Chicago. Agency: United Adv. Cos., Chicago.

MINNEAPOLIS - HONEYWELL REGULATOR Co., Minneapolis. Agencies: Addison Lewis & Assoc., Minneapolis; Ronalds Adv., Toronto. *sp n*

MINNEAPOLIS MILLING Co., Minneapolis. Agency: Mason-Webster, Minneapolis. *sa*

MINNEAPOLIS STAR JOURNAL & TRIBUNE. Direct. *sp*

MINNESOTA FARM BUREAU FEDERATION, St. Paul. Agency: McCord Co., Minneapolis. *sp*

MINNESOTA MILK FOUNDATION, Minneapolis. Direct. *ne*

MINNESOTA PHARMACEUTICAL TRAVELERS, St. Paul. *sa t*

MINNESOTA PHARMACEUTICAL ASSN., St. Paul. *sa t*

MINNESOTA STATE TOURISTS BUREAU, St. Paul. Agency: Campbell-Mithun, Minneapolis. *sa*

DAVE MINOR PIANO COURSE, Chicago. Agency: United Adv. Cos., Chicago.

P. W. MINOR & SON, Batavia, N. Y. (Treadeasy shoes). Agency: Stewart, Hanford & Casler, Rochester, N. Y. *ta sa*

MIRAMAR TRADING Corp., New York (Conti Castile soap). Agency: Manhattan Adv., N. Y. *sp*

MIREILLE Co., Montreal (beauty lotion). Agency: Ronalds Adv. Ltd., Toronto. *n*

MISSION PACKING Co., Los Angeles (fruit). Agencies: Dana Jones Co., Los Angeles; Allied Adv., Los Angeles. *ta sa sp*

MODE O' DAY Corp., Los Angeles (women's apparel). Agency: Glasser-Gailey & Co., Los Angeles. *n sa ne*

MODEL LAUNDRY, St. Paul. *ne*

MODERN BISCUIT Co., Brooklyn, direct. *sp*

MODERN FOOD PROCESS Co., Philadelphia (Thrivo dog food, Philadelphia scrapple). Agency: Clements Co., Philadelphia. *n sp*

MODESTO WINE & VINEGAR Co., Modesto, Cal. (vinegar). Direct. *sa*

MOHAWK BEDDING Co., Chicago. Agency: Schwimmer & Scott, Chicago. *sa*

MOLSON'S BREWERY Ltd., Montreal. Agency: Cockfield, Brown & Co. Ltd., Montreal. *n*

MONTANA FLOUR MILLS Co., Great Falls, Mont. Agency: L. W. Wendt Co., Great Falls, Mont.

MONTICELLO DRUG Co., Jacksonville, Fla. ("666" Liquid). Direct. *sa*

BENJAMIN MOORE & Co., New York (paint). Direct. *n sp*

MOORE'S INC., San Francisco (men's clothing stores). Agency: Brisacher, Davis & Staff, San Francisco. *sa*

JOHN MORRELL & Co., Ottumwa, Ia. (Red Heart dog food, soup, etc.). Agency: Henri, Hurst & McDonald, Chicago. *n rn sp sa*

PHILIP MORRIS & Co., New York (Philip Morris cigarettes, Revelation tobacco, Dunhill Major cigarettes). Agency: Biow Co., N. Y. *n rn sp n*

MORTON SALT Co., Chicago. Agency: Blackett-Sample-Hummert, Chicago. *sp t ta sa*

MOTHER HUBBARD DISTRIBUTORS, New York (Golden Center Toasted Wheat Germ). Agency: H. C. Morris & Co., N. Y.

MOTHER'S CAKE & COOKIE Co., Oakland, Cal. Agency: Emil Reinhardt Adv., Oakland. *ne sp*

MOXIE Co., Boston (soft drink). Agency: Alley & Richards Co., Boston. *sa ta*

C. F. MUELLER Co., Jersey City (Mueller's macaroni). Agencies: Kenyon & Eckhardt, N. Y.; Duane Jones, N. Y.; Maxon Inc., N. Y. *ne n sp sa*

JOHN MULLENS & SONS, New York (furniture). Direct. *sp sa*

MULLER BROS., Hollywood (auto service) (Protegom, rubber treatment). Agency: Mayers Co., Los Angeles. *ta*

MULLER GROCERS BAKING Co., Grand Rapids. Agency: Bolt Adv. *sa*

MURINE CO., Chicago (eye drops). Agency: BBDO, N. Y. *sa ta*

MURPHY - PHOENIX Co., Cleveland (soap). Direct. *sa*

MURPHY FEED PRODUCTS Co., Burlington, Wis. (fodder). Agencies: Wade Adv. Co., Chicago; Critchfield & Co., Chicago. *n sp sa*

ARTHUR MURRAY SCHOOL OF DANCING, New York (instruction by mail). Agency: Ruthrauff & Ryan, New York. *sa*

MUSTEROLE Co., Cleveland (Musterole & Zemo). Agency: Erwin, Wasey & Co., N. Y. *sa n t sp*

MUTUAL BENEFIT HEALTH & ACCIDENT ASSN., Detroit. Direct. *sp*

MUTUAL CITRUS PRODUCTS Co., Anaheim, Cal. (pectin). Agency: Charles H. Mayne Co., Los Angeles. *sa t ta*

MUTUAL SYSTEM LOANS INC., New York. Agency: J. R. Kupsick Adv., N. Y.

F. E. MYERS & BRO. Co., Ashland, O. (Mfrs. pumps, water systems, cylinders, hay tools, door hangers). Agency: Mumm, Romer, Robbins & Pearson, Columbus. *sp*

MYSTIC FOAM Corp., Cleveland (cleaner). Agency: Fred R. Johnson, Los Angeles. *t*

N

NACTO CLEANER Corp., New York (spot remover). Agency: R. T. O'Connell Co., New York.

F. C. NASH & Co., Pasadena (dept. store). Direct. *ne*

NASSOUR BROS., Los Angeles (42 oil shampoo). Agency: Milton Weinberg Adv. Co., Los Angeles. *sp*

NATIONAL AERONAUTICS COUNCIL INC., New York (Aircraft Spotters Guide). Agency: Huber Hoge & Sons, N. Y. *sa*

NATIONAL BISCUIT Co., New York (bread, crackers, Shredded Wheat Cubs, etc.). Agencies: McCann-Erickson, N. Y.; Federal Adv. Agency, N. Y. (Cubs, NBC bread); Botsford, Constantine, Gardner, San Francisco. *n sp t sa ta*

NATIONAL BISCUIT Co., Niagara Falls, Ont. (Shredded Wheat Cubs). Agency: Cockfield, Brown & Co., Toronto. *t ta*

NATIONAL BOWLING RECREATION ARENA, New York. Direct. *sp*

NATIONAL CHEESE INSTITUTE. Agency: J. Walter Thompson, Chicago.

NATIONAL DAIRY PRODUCTS Corp., New York (Sealtest). Agency: McKee & Albright, N. Y. *n t sp*

NATIONAL DRUG & CHEMICAL Co. of Canada, Montreal. Agencies: A. McKim Ltd., Montreal; Cockfield, Brown & Co., Toronto. *sa ta*

NATIONAL FUNDING Corp., Los Angeles (finance). Agency: Smith & Bull, Los Angeles. *sa sp*

NATIONAL HOUSE FURNISHING Co., Salem, Mass. *t*

NATIONAL LEAD Co., New York and San Francisco (Dutch Boy paint). Agencies: Erwin, Wasey & Co., San Francisco; Marschalk & Pratt, N. Y. *sa sp rn t*

NATIONAL OIL PRODUCTS Co., Harrison, N. J. (Admiracion shampoo). Agency: Chas. Dallas Reach Co., Newark. *ta*

NATIONAL SCHOOLS, Los Angeles. Agencies: Huber Hoge & Sons, N. Y.; Equity Adv. Agency, N. Y. *t sp*

NATIONAL SHAWMUT BANK, Boston. Agency: Doremus & Co., Boston. *ne*

NATIONAL SHOE STORES, New York. Agency: Emil Mogul, N. Y. *t sa*

NATIONAL SOAP & REFINING Co. (Linal granulated soap). Agency: Son De Regger & Brown Adv., Des Moines. *sp*

NATIONAL STEEL CAR Co. Ltd. (aircraft division). Agency: Ronalds Adv. Ltd. *sa*

NATIONAL SUPPLY Co., Ambridge, Pa. (oil field equipment). Agency: Walker & Downing, Pittsburgh. *sp*

NATIONAL TOILET Co., Paris, Tenn. (cosmetics). Agency: Roche, Williams & Cunnyngham, Chicago. *ta sa*

DEPT. OF NATIONAL WAR SERVICES, Ottawa (rubber salvage). Agency: R. C. Smith & Son, Toronto. *ta*

NEDICK'S STORES, New York (orange drink refreshment stands). Agency: Weiss & Geller, N. Y. *sp n sa*

NEHI CORP., Baltimore (Royal Crown Cola). Agency: BBDO, N. Y. *sa ta*

NEHI Corp., Columbus, Ga. (Nehi, Royal Crown beverages). Agencies: James A. Greene & Co., Atlanta; BBDO, N. Y. *n t sa ta*

NEIGHBORS OF WOODCRAFT, Portland, Ore. (insurance). Agency: Mac Wilkins & Cole) Portland. *rn n sp*

NELSON BROS. FURNITURE WAREHOUSE, Chicago (furniture. rugs). Agency: Geo. H. Hartman Co., Chicago. *sp sa ne*

NESBITT FRUIT PRODUCTS, Los Angeles (Mak-A-Quart orangeade base). Agencies: Walter K. Neill Inc., Los Angeles; Kelso Adv. Agency, Los Angeles. *ne sa t n*

NESTLE-LE MUR Co., New York (permanent wave). Agency: R. T. O'Connell Co., N. Y. *sp*

NESTLE'S MILK PRODUCTS, New York. Agency: Leon Livingston Adv. Agency, San Francisco. *sp rn sa n*

NEWARK CHEESE Co., New York. Agency: J. G. Proctor Inc., N. Y. *sa ne*

NEWARK STAR LEDGER, Newark. *sa*

NEW CENTURY BEVERAGE Co., San Francisco (sparkling water). Agency: M. E. Harlan Adv. Agency, San Francisco. *sa sp ne*

NEW ENGLAND TELEPHONE & TELEGRAPH Co., Boston. Agency: Doremus & Co., Boston. *sa*

NEW ENGLAND TELEPHONE Co., New Haven. Agency: BBDO, N. Y. *sa*

NEW YORK DRAFTING INSTITUTE (trade school). Agency: Gunn-Mears Adv., New Rork. *t sp*

THE NEW YORK POST, New York. *sa*

NEW YORK RETAIL DRY GOODS ASSN. *sa*

NEW YORK SAVINGS BANK, N. Y. Agency: Ruthrauff & Ryan. *sa*

NEW YORK STATE MILK PUBLICITY BUREAU. Agency: J. N. Mathes, N. Y. *t sa*

NEW YORK STATE SAVINGS BANK ASSN., New York. Agency: Ruthrauff & Ryan, New York. *sa*

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NEW YORK TELEPHONE CO., N. Y. Agency: BBDO, N. Y. *ta sa*

NEW YORK TUNNEL AUTHORITY (Queens Midtown Tunnel Authority). Agency: Grey Adv. *sa*

NEWSREEL THEATERS, New York. Direct. *ne sa*

AUSTIN NICHOLS & Co., Brooklyn (liquor). Agencies: Alfred Lilly Co., N. Y.; Swafford & Koehl, N. Y. *sa*

NORRIS STAMPING & MFG. Co., Vernon, Cal. Agency: Heintz, Pickering & Co., Los Angeles. *sp*

NORTH AMERICAN ACCIDENT INSURANCE CO., Newark. Agency: Franklin Bruck Adv. Corp., N. Y. *sp t*

NORTH AMERICAN AVIATION INC., Inglewood, Cal. Agency: BBDO, N. Y. *sa*

NORTHERN MUTUAL CASUALTY INS. Co., Chicago. Agency: First United Broadcasters, Chicago. *ne sp sa*

NORTHERN PUMP Co., Minneapolis. Agency: BBDO, Minneapolis, Chicago. *n ne*

NORTHERN QUEBEC MILK DISTRIBUTORS, Quebec. *sa sp*

NORTHRUP, KING & Co., Minneapolis (seed, feed). Agency: Olmsted-Hewitt, Minneapolis. *sp sa*

JOHN NORTHWAY & SON, Toronto (chain women's clothier). Direct. *t*

NORTHWESTERN BELL TELEPHONE, Des Moines. Direct. *sa*

NORTHWESTERN CHERRY GROWERS ASSN., Seattle. Agency: Pacific Natl. Adv., Seattle. *sa*

NORTHWESTERN YEAST Co., Chicago (Yeastfoam, Maca yeast). Agencies: Benson & Dall, Chicago; Hays, MacFarland-Aveyard & Co., Chicago; Arthur Meyerhoff & Co., Chicago. *t sa sp n*

NORWICH PHARMACAL Co., Norwich, N. Y. (Pepto-Bismol). Agencies: Lawrence C. Gumbinner Adv. Agency, N. Y., Export Adv. Agency, N. Y. *t sp sa*

NORWICH UNION FIRE INSURANCE Co., Toronto. Agency: F. H. Hayhurst Co., Toronto.

NOURSE OIL CO., Kansas City. Agency: Barrons Adv. Co., Kansas City, *ta sa*

NOVA-KELP Ltd., Montreal and Toronto (health food). Agencies: Stanfield & Blaiklie, Toronto; A. McKim Ltd., Montreal. *sa ta*

NOXZEMA CHEMICAL Co., Baltimore (Noxzema cream). Agency: Ruthrauff & Ryan, N. Y. *sp rn*

NOXON INC., New York (metal polish). Agency: Raymond Spector Co., N. Y. *sa*

NU-OX Products Co., New York (Klenzo cleaning products). Direct. *sa sp*

NUTRENA MILLS, Kansas City, Kan. (feed). Agency: Ferry-Hanley Co., Kansas City, Mo. *ne*

NUTRILITE PRODUCTS INC., Los Angeles (vitamins). Direct. *sp*

O

OAKITE PRODUCTS, New York (Oakite cleanser). Agency: Calkins & Holden, N. Y. *rn sa*

OAKLAND POST ENQUIRER, Oakland, Cal. (newspaper). Direct. *sp*

O'BRIEN CANDY Co., San Jose, Cal. (nutty brittle). Agency: Brisacher, Davis & Staff, San Francisco.

O'CEDAR CORP., Chicago (polish). Agencies: H. W. Kastor & Sons, Chicago; Aubrey, Moore & Wallace, Chicago. *ta sa*

O'CONNOR Moffatt & Co., San Francisco (dept. store). Agency: Ruthrauff & Ryan, San Francisco. *sp ne*

OELWEIN CHEMICAL Co., Oelwein, Ia. (Occo). Agency: Cary-Ainsworth, Des Moines. *sp sa*

OERTELS BREWING Co., Louisville ("92" beer). Agency: M. R. Kopmeyer Co., Louisville. *sp*

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GREENVILLE COUNTY POPULATION 136,580

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- First among South Carolina counties in white population.
- First in total volume in wholesale sales in the state.
- First in total retail sales volume in all South Carolina.
- First among South Carolina counties and business payrolls.
- First among the state counties' industrial payrolls.

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- Army khaki, linen harness for paratroopers, fine woven cottons for parachutes are only a few of the products this territory is making in great quantity.
- The only NBC Red Network station in the rich industrial Piedmont Section, WFBC has 500 M/V at the only cigarette paper mill now available for the united nations, 2,500 M/V at the Greenville Army Air Base, 2000 M/V at the Greenville Glider Training Field, 700 M/V at Camp Croft. We even make baseball bats.
- Over 120 commercial unit hours on NBC per month.

5000 WATTS

NBC RED NETWORK

Heart of the Industrial Piedmont

MOST POWERFUL IN WESTERN CAROLINA

OGILVIE FLOUR MILLS Co., Montreal. Agency: J. J. Gibbons Ltd., Montreal and Toronto. *sa*

O'HARRA BUS LINES, Anchorage, Alaska. Agency: Ralph L. Power Agency, Los Angeles. *t*

OHIO BELL TELEPHONE Co., Cleveland. Direct. *sa*

OHIO OIL Co., Columbus and Findlay. Agency: Stockton, West & Burkhart, Cincinnati. *n ne*

O'KEEFE & MERRITT Co., Los Angeles (gas stove). Agency: Richard B. Atchison Adv., Los Angeles. *ne sa*

O'KEEFE'S BEVERAGES, Toronto (soft drinks). Agency: A. McKim Ltd., Toronto. *sa t*

OLD BEN COAL Corp. (Green Marked Stoker Coal), Chicago. Agency: J. R. Hamilton Adv. Agency, Chicago. *sp ta*

OLD COUNTRY TROTTING ASSN., Mineola, N. Y. Agency: M. H. Hackett, New York. *sa*

OLD DUTCH MILLS INC., New York (Old Dutch coffee). Agency: Peck Adv. Agency, N. Y. *sa sp*

OLD FASHIONED REVIVAL HOUR, Los Angeles (religious). Agency: R. H. Alber Co., Los Angeles. *sp*

OLD SMOKY SALES Co., San Francisco (Old Smoky barbecue seasonings). Agency: Knollin Adv., San Francisco.

OLIVE TABLET Co., Columbus (Dr. Edwards Olive Tablets). Agency: Erwin, Wasey & Co., N. Y.

OLSON RUG Co., Chicago (rugs). Agency: Presba Fellers & Presba, Chicago. *sa t sp*

OMAR BAKERIES AND OMAR MILLS, Omaha (flour). Agencies: Hays MacFarland & Co., Chicago; MacFarland-Aveyard & Co., Chicago. *t sa sp n*

OMEGA CHEMICAL Co., Jersey City (Omega Oil). Agency: Cecil & Presbrey, N. Y. *sa sp*

OMEGA SHOE POLISH Co., Los Angeles (shoe polish). Agencies: John H. Riordan Co., Los Angeles; Ted Factor Adv., Los Angeles. *sp*

OMNIBOOK INC., New York (book digest). Direct. *sa*

ONTARIO DEPT. OF LABOR, Toronto (farm service). Agency: James Fisher Co., Toronto. *sp*

ONTARIO FRUIT & VEGETABLE GROWERS ASSN., Hamilton, Ont. Agency: Russell T. Kelley Ltd., Hamilton. *sa*

ONTARIO TRAVEL BUREAU, Toronto. Agency: Walsh Adv. Co., Toronto. *n sp*

OPITZ, JOHN INC., New York (J-O Insecticide). Agencies: W. I. Tracy & Co., N. Y.; Tracy, Kent & Co., N. Y. *sa sp*

OPUM CHEMICAL CO., New York (Dioxygen Cream). *t*

ORANGE CRUSH Co., Chicago (beverage). Agency: Aubrey, Moore & Wallace, Chicago. *ta*

ORANGE CRUSH Ltd., Toronto (soft drink). Agency: Cockfield, Brown & Co., Toronto. *sa*

ROBERT ORR & CO., Nashville, Tenn. (Hermitage coffee, food). *sp*

O'SULLIVAN RUBBER Co., Winchester, Va. (rubber heels). Agency: Bermingham, Castleman & Pierce, N. Y. *ta sa sp*

OVERMAN & Co., New York. Agency: John P. Myers Co., N. Y. *sp*

OWEN DRUG Co., Salisbury, N. C. (headache powders). Agency: J. Carson Brantley, Salisbury, N. C. *ta*

OWEN SOUND KINSMEN, Owen Sound, Ont. *ne*

OWENS ILLINOIS PACIFIC COAST Co., San Francisco (glass). Direct. *sa*

OYSTER SHELL PRODUCTS Co., New Rochelle, N. Y. (poultry grit). Agency: Cecil & Presbrey, N. Y. C. *sa*

P

PABST SALES Co., Chicago. Agencies: Lord & Thomas, Chicago; Warwick & Legler, N. Y. *n rn sa sp*

PACIFIC BREWING & MALTING Co., San Francisco (Weiland's beer). Agencies: Brewer-Weeks Co., San Francisco; Long Adv. Service, San Francisco; Leon Livingston Adv. Agency, San Francisco. *sp*

PACIFIC COAST BORAX Co., New York (20 Mule Team borax). Agency: McCann-Erickson, N. Y. *n sp*

PACIFIC GAS & ELECTRIC Co., San Francisco. Agency: McCann - Erickson, San Francisco. *sp*

PACIFIC GREYHOUND LINES, San Francisco (bus travel). Agency: Beaumont & Hohman, San Francisco. *t sa n*

PACIFIC GUANO Co., Berkeley, Cal. (Gaviota). Agency: Tomaschke - Elliott Adv., Oakland, Cal. *sa*

PACIFIC STATES LOAN Co., Los Angeles. Agency: Allied Adv. Agencies, Los Angeles. *sp*

PACIFIC TELEPHONE & TELEGRAPH Co., San Francisco (service). Direct. *sa*

PACKARD BELL Co., Los Angeles (radio & equipment). Agency: Barton A. Stebbins, Los Angeles. *n ne*

PACQUIN INC., New York (hand cream). Agency: Wm. Esty & Co., N. Y. and Hollywood. *t*

PACQUIN'S HAND CREAM Co., Montreal. Agency: Ronalds Adv. Agency, Toronto. *t*

PAN AMERICAN AIRWAYS, New York. Agency: J. Walter Thompson Co., N. Y.

PAN AMERICAN COFFEE BUREAU, New York. Agencies: Buchanan & Co., N. Y.; J. M. Mathes Inc., N. Y. *sa sp ta n*

PANATE Co., Chicago (hair treatment). Agency: Salem E. Baskin Adv. Agency, Chicago.

PAR SOAP Co., Oakland, Cal. Agencies: Tomaschke-Elliott, San Francisco; Brisacher, Davis & Staff, San Francisco; Long Adv. Service, San Jose. *n ne rn*

PARA MFG. Co., Newark, N. J. (shower curtains & window drapes). Agency: United Adv., Newark. *sa*

PARAFFINE COMPANIES, San Francisco (Pabco paint). Agency: Brisacher, Davis & Staff, San Francisco. *t*

PARAMOUNT HOSIERY, Lexington, N. C. Agency: Schaffer, Brennen, Margulis Adv. Co., St. Louis.

PARAMOUNT MACARONI MFG. Co., Brooklyn. Agency: J. Franklyn Viola. *sp*

PARAMOUNT PICTURES, New York. Agencies: Buchanan & Co., N. Y.; Scholts Adv. Service, Los Angeles, *n sa ta*

PARFUMS WEIL PARIS, New York. Agency: Kelly, Nason, Inc., New York. *sa*

PARK & POLLARD Co., Buffalo, N. Y. (poultry feeds). Agency: Sandsheft Inc., Buffalo, N. Y. *sp*

PARKE-BERNET GALLERIES INC., New York. Agency: Wm. I. Hamilton, Inc., N. Y.

PARKER PEN Co., Janesville, Wis. (pens, Quink). Agencies: Blackett-Sample-Hummert, Chicago; J. Walter Thompson Co., Chicago. *ne n*

PARKWAY BAKING Co., Philadelphia (Parkway Bread). Agency: J. M. Korn, Philadelphia. *sa*

PARR VITAMIN Co., Chicago. Agency: United Adv. Cos., Chicago. *sp*

PASTEUR & Co., New York (Pasteur products). Agency: Ansonia Adv., N. Y. *sp*

PATHFINDER magazine, Washington. Agency: United Adv. Cos., Chicago.

JOHN G. PATON Co., New York (Yuban coffee, honey). Agencies: Chas. W. Hoyt Co., N. Y.: Schwimmer & Scott, Chicago. *sa*

PAXTON & GALLAGHER, Omaha (Butternut coffee). Agency: Buchanan-Thomas Co., Omaha. *sp ne*

PEABODY Co., Mendenhall, Miss. Agency: Southern Adv. Co., Mendenhall, Miss. *sp*

PENICK & FORD, New York (Brer Rabbit molasses, My-T-Fine dessert). Agencies: J. Walter Thompson Co., N. Y. (Brer Rabbit); BBDO, N. Y. (My-T-Fine). *rn t ta*

PENMAN Co., Chicago (fountain pens). Agency: United Adv. Co., Chicago.

PENN CAMERA EXCHANGE, New York. *sa*

PENN SALT MFG. Co., Philadelphia (smoked salt). Agency: Sherman K. Ellis & Co., Chicago. *sa*

PENN TOBACCO Co., Wilkes-Barre, Pa. (Julep, Kentucky Winners cigarettes, pipe tobacco). Agencies: Ruthrauff & Ryan, N. Y.; H. M. Kiesewetter Adv. Agency, N. Y. *sp n*

PENNANT OIL & GREASE Co., Los Angeles. Agency: Brisacher, Davis & Staff, Los Angeles. *t sp*

PENNSYLVANIA SALT MFG. Co., Philadelphia (Lewis lye). Agency: Sherman K. Ellis & Co., N. Y. and Chicago. *sa rn ta*

PENNZOIL Co., Los Angeles (petroleum products). Agencies: Mayers Co., Los Angeles; Fuller & Smith & Ross, Cleveland.

PEOPLE'S CHURCH Inc., Indianapolis (Cadle Tabernacle). Agency: Ivey & Ellington, Philadelphia. *n sp*

PEP BOYS OF CALIFORNIA, Los Angeles (auto accessories). Agency: Milton Weinberg Adv. Co. *ta ne*

DR. PEPPER Co., Dallas (Dr. Pepper beverages). Agencies: Benton & Bowles, N. Y.; Tracy-Locke-Dawson, Dallas. *sa t rn*

PEPPERELL MFG. Co., Boston, Mass. (sheets, fabrics) Agency: H. B. Humphrey Co., Boston. *ne n*

PEPPERIDGE FARMS, Fairfield, Conn. (bakery products). Agency: Kenyon & Eckhardt, New York. *sp*

PEPSI-COLA Co., Long Island City, N. Y. (beverage) Agency: Newell-Emmett Co., N. Y. *sp n ta sp*

PEPSODENT Co., Chicago (Pepsodent toothpaste). Agency: Lord & Thomas, Chicago. *n t sa sp*

PERFECT PACKED PRODUCTS, Long Island City, N. Y. (Colonial brand pickles, relishes). Agency: H. A. Salzman, New York. *sa*

PERSONAL FINANCE Co., Los Angeles and Newark. Agencies: Anderson, Davis & Platte, Los Angeles; Al Paul Lefton Co., Los Angeles. *sp sa ta*

PETER PAUL Inc., Naugatuck, Conn. (Mounds and Dreams candy bar, Ten Crown gum). Agencies: Platt-Forbes, N. Y.; Brisacher, Davis & Staff, San Francisco. *sa sp ne n*

PETERSON BAKERIES, Omaha. Agency: W. E. Long Co., Chicago. *ta*

PETERSON TRACTOR & EQUIPMENT Co., Hayward, Cal. (Caterpillar tractors), direct. *sp*

PET MILK SALES Corp., St. Louis (Pet evaporated, condensed milk). Agency: Gardner Adv. Co., St. Louis. *t sa sp*

PETRI WINE Co., San Francisco. Agency: Erwin, Wasey & Co., San Francisco. *sa sp ta*

PETROL Corp., Los Angeles (gasoline). Agency: Dana Jones Co., Los Angeles. *sp*

PFEIFFER BREWING Co., Detroit. Agency: Maxon, Inc., Detroit. *sp t ne*

F. H. PFUNDER Co., Minneapolis (stomach tablets). Agency: Sorensen & Co., Chicago. *sp*

PHARMACO Inc., New York, Newark (Feen-a-Mint). Agency: Wm. Esty & Co., N. Y. *n sp*

PHILADELPHIA & WESTERN Co., Philadelphia (transportation). Direct. *sp*

PHILADELPHIA Co., Pittsburgh (utility). *sa sp*

PHILADELPHIA DAIRY PRODUCTS Co., Philadelphia. Agency: Scheck Adv. Agency, Newark. *sp*

PHILADELPHIA RECORD (newspaper), Philadelphia. Direct. *sp*

PHILADELPHIA & READING COAL & IRON Co., Philadelphia (coal). Agency: McKee & Albright, Philadelphia. *sa*

PHILADELPHIA TEXTILE FINISHERS Inc., Philadelphia. Agency: Oswald Adv., Philadelphia.

PHILCO RADIO & TELEVISION Corp., Philadelphia. Agencies: McKee & Albright, Philadelphia; Sayre M. Ramsdell Assoc., Philadelphia. *n t sp*

CHAS. H. PHILLIPS CHEMICAL Co., New York (Haley's M-O, milk-of-magnesia). Agency: Blackett-Sample-Hummert, N. Y. *sp n t*

DR. P. PHILLIPS CANNING Co., Orlando (fruit juice). Agency: C. L. Miller Co., N. Y. *sp*

PHILLIPS PACKING Co. Cambridge, Md. (food). Agency: Aitkin-Kynett Co., Philadelphia. *sa sp*

PHILLIPS PETROLEUM Corp., Bartlesville, Okla. Agency: Lambert & Feasley, N. Y. *n sp sa ne*

WM. E. PHILLIPS Co., Los Angeles (jewelry). Agency: Mayers Co., Los Angeles. *ne sa*

PHOENIX CANDY Co., New York. Direct. *sp*

PHOTO DEVELOPING Inc., Cincinnati (Posto-Photo) Agency: Mayers Co., Los Angeles. *n ne sa*

PHOTO DEVELOPING Inc., Los Angeles (photo developing). Agency: Mayers Co., Los Angeles. *sp n sa*

PIEL BROS., Brooklyn (beer). Agency: Sherman K. Ellis & Co., N. Y. *n t sp*

PIERCE BROS., Los Angeles (mortuary). Agency: Phillip J. Meany Co., Los Angeles. *sp*

PIERCE's PROPRIETARIES Inc., Buffalo (proprietary). Agencies: Duane Jones Co., N. Y.; S. H. Haynurst Co., Toronto. *ta sa t*

PILLSBURY FLOUR MILLS Co., Minneapolis. Agency: McCann-Erickson, Chicago, Minneapolis. *n sp sa*

PILSENER BREWING Co., Chicago (beer). Agency: Jim Duffy Inc., Chicago. *sa*

PINEX Co., Fort Wayne, Ind. (Pinex cold remedy). Agency: Russel M. Seeds Co., Chicago. *t sa sp*

LYDIA E. PINKHAM MEDICINE Co., Lynn, Mass. (proprietary). Agency: Erwin, Wasey & Co., N. Y. *t sp n sa*

PIONEER BEVERAGE Co., Oakland, Cal. (Golden Bridge). Agency: Ryder & Ingram, Oakland. *sa*

PIONEER HI-BRED CORN Co., Des Moines (seed). Agency: Wallace Adv. Co., Des Moines. *sp sa*

PIONEER BAKING Co., Sacramento. Agency: W. E. Long Co., Chicago.

PIONEER BEVERAGE Co., Oakland, Cal. (beverages). Agency: Ryder & Ingram, Oakland. *sa*

PIPEMAN Co., New York.

PISO Co., Warren, Pa. (proprietary). Agency: Lake-Spiro-Shurman, Memphis. *sa*

PITTSBURGH BREWING Co., Pittsburgh. Agency: Smith, Taylor & Jenkins, Pittsburgh. *sp*

PITTSBURGH DAIRY COUNCIL, Pittsburgh. Agency: Ketchum, McLeod & Grove, Pittsburgh *t*

PLANKINTON PACKING Co., Milwaukee. Agency: Cramer-Krasselt Co., Milwaukee. *sa n*

PLANNED FOODS, New York (Rose Mill Pate Gras). Agency: Blaker Adv., New York. *sa*

PLANTERS EDIBLE OIL Co., N. Y. Agencies: Pettinnella, N. Y., Raymond R. Morgan, Hollywood. *sp*

PLANTERS EDIBLE OIL Co., Wilkes-Barre. Agency: Goodkind, Joice & Morgan, Chicago. *sp*

PLANTERS NUT & CHOCOLATE Co., Wilkes-Barre, Pa. Agencies: J. Walter Thompson Co., N. Y.; Raymond R. Morgan, Los Angeles. *ta ne n sp*

PLANTERS NUT & CHOCOLATE Co., San Francisco. Agencies: Raymond R. Morgan Co., Hollywood; Pacific Adv. Agency, San Francisco; Goodkind, Joice & Morgan, Chicago. *sp sa rn*

PLOUGH, Inc., Memphis (St. Joseph's aspirin, Breethem). Agencies: Lake-Spiro-Shurman, Memphis; J. J. Gibbons Ltd., Toronto. *sp ta sa n*

MARTIN J. POLLACK, New York (publishing). Agency: Emil Mogul Co., New York. *sp ne ta*

POLLOCK & NEELSON, Chicago (clothing). Agency: Irving Rocklin & Assoc., Chicago. *sa*

POLLOCK-KEY Co., Fort Scott, Kan. (overalls). Agency: McJunkin Adv., Chicago. *sa*

POPE LABS., New York (Joint Ease liniment). Agencies: Street & Finney, N. Y.; Chas. A. Weeks Co., N. Y. *ta sa*

POPULAR SCIENCE MONTHLY, New York (magazine). Popular Science Pub. Co., N. Y. Agency: Joseph Katz Co., N. Y. *ta sa*

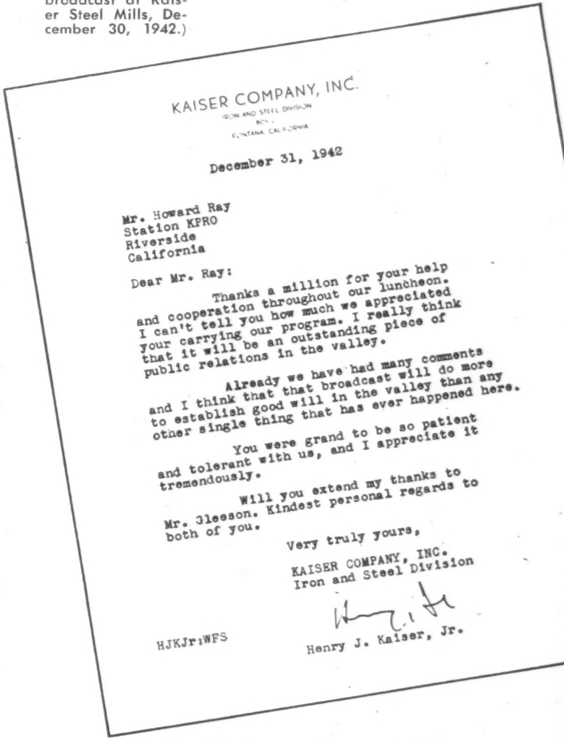
PORTLAND CEMENT ASSN., Chicago. Agency: Roche, Williams & Cunnyngham, Chicago. *sp*

PORTLAND CEMENT ASSN., New York. Agency: Roche, Williams & Cunnyngham, Chicago. *sp*

"THIS VALLEY . . . . a GREAT INDUSTRIAL EMPIRE!"

-Henry J. Kaiser

(From KPRO's EXCLUSIVE luncheon broadcast at Kaiser Steel Mills, December 30, 1942.)



KAISER COMPANY, INC.
IRON AND STEEL DIVISION
BOX 2
FONTANA, CALIFORNIA

December 31, 1942

Mr. Howard Ray
Station KPRO
Riverside
California

Dear Mr. Ray:

Thanks a million for your help and cooperation throughout our luncheon. I can't tell you how much we appreciated your carrying our program. I really think that it will be an outstanding piece of public relations in the valley.

Already we have had many comments and I think that that broadcast will do more to establish good will in the valley than any other single thing that has ever happened here.

You were grand to be so patient and tolerant with us, and I appreciate it tremendously.

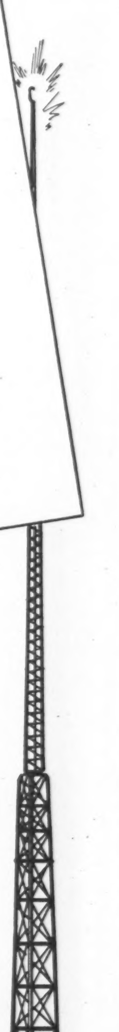
Will you extend my thanks to Mr. 3leeson. Kindest personal regards to both of you.

Very truly yours,

KAISER COMPANY, INC.
Iron and Steel Division

Henry J. Kaiser, Jr.

HJKJr:WFS



KPRO

RIVERSIDE • FONTANA • SAN BERNARDINO

"The Voice of the Valley of Paradise"

Most powerful station between Los Angeles and San Diego—the only station in the "Valley of Paradise" that covers this great new "Industrial Empire."

•

Represented nationally by J. H. McGILLVRA, INC.

•

Radio Station KPRO
Business Office: Riverside, Calif.

Send for free pictures of Kaiser Steel Mill, map of the "Valley of Paradise" and complete analysis of advertising costs and coverage in this tremendous new area.

DIRECTORY OF 1942 NATIONAL-REGIONAL RADIO ADVERTISERS

POSTAL TELEGRAPH-CABLE Co., New York. Agency: Biow Co., N. Y. *sa*

POTTER DRUG & CHEMICAL Co., Malden, Mass. (Cuticura soap). Agency: Atherton & Currier, N. Y. *ta sa*

J. L. PRESCOTT Co., Passaic, N. J. (Oxol stove polish. Agencies: Chambers & Wiswell, Boston; Monroe L. Dreher, N. Y. *sa rn*

PRESS-ON Inc., New York (mending tape). Agency: Reiss Adv., N. Y. *sa*

PRIMA-BISMARK BREWING Co., Chicago. Agency: Newby, Peron & Flitcraft, Chicago. *sp*

PRIMROSE HOUSE Inc., New York (cosmetics). Agency: Erwin, Wasey & Co. Inc., New York.

PRINCE MACARONI Co., Boston. Agency: Director & Lane, N. Y.

PROCTER & GAMBLE Co., Cincinnati (soap). Agencies: Compton Adv., N. Y. (Ivory, Fluffo, P & G, Crisco, White Naptha, White laundry soap, Duz); Blackett-Sample-Hummert, Chicago (Oxydol, Dreft); Pedlar & Ryan, N. Y. (Camay, Chipso, Dash); H. W. Kastor & Sons Adv. Co., Chicago (Drene and Teel, Kirks, American Family); Benton & Bowles, N. Y. (Ivory Snow); Biow Co., N. Y. (Lava, Teel, Duz). *n sp sa t ta*

PROCTER & GAMBLE Co. of Canada, Toronto. Agencies: Pedlar & Ryan, N. Y. (Camay, Chipso); Blackett-Sample-Hummert, Chicago (Oxydol); Compton Adv., N. Y. (P & G soap, Ivory bar); Benton & Bowles, N. Y. (Ivory Snow and Crisco). *t n sp*

PROPHETIC TESTIMONY OF PHILADELHIA, Philadelphia (religious). Agency: Charles Stoll, Philadelphia. *sp*

PRUDENTIAL INSURANCE Co. of America, Newark and New York. Agency: Benton & Bowles, N. Y. *n sp*

PUBLIC FINANCE Corp., Winnipeg and Toronto. Agency: McConnell-Eastman, Toronto. *sa*

PUBLICKER COMMERCIAL ALCOHOL Co., Philadelphia. Agency: Al Paul Lefton Co., Philadelphia. *sa*

JOHN PUHL PRODUCTS Co., Chicago (Fleece-White bleach). Agency: Roche, Williams & Cunnyngham Inc., Chicago. *sa*

PURE FOOD Co., Mamaroneck, N. Y. (Herb-Ox bouillon). Agency: J. M. Mathes, N. Y. *sa*

PURE MILK ASSN., Chicago. Agency: Presba, Fellers & Presba, Chicago. *sa*

PURE OIL CO., Chicago (Purol gasoline). Agency: Leo Burnett Co., Chicago. *ne n sa*

PUREX Co., Los Angeles (bleaching solution). Agencies: Lord & Thomas, Los Angeles; BBDO, Hollywood. *sa*

PURINA MILLS, St. Louis, Mo. (feeds). Agency: Gardner Adv. Co., St. Louis. *t sp*

PURITY BAKERIES Corp., Chicago (Taystee bread). Agencies: Campbell-Ewald of N. Y., Direct, Campbell-Mithun, Minneapolis. *t ne*

Q

QUAKER CHEMICAL PRODUCTS Corp. (Hygenized process). Agency: Alvin Gardner Co. *sp sa*

QUAKER MAID MILLS, Philadelphia (Ripple Twist rugs). Agency: Moss Assoc., New York.

QUAKER OATS Co., Chicago. Agencies: Ruthrauff & Ryan, Chicago (oatmeal, Little Kurnels, puffed rice, wheat); Sherman & Marquette, Chicago (Quaker Oats, Mother's Oats, Full O'Pep); Schumacher, Leeds, Chicago (Sparkies, Farina); Sherman K. Ellis & Co., N. Y. (Aunt Jemima, Pettijohn's cereals, Muffets); Mitchell-Faust Adv. Co., Chicago (macaroni); Campbell-Ewald Co., Chicago (concentrated soup); Benton & Bowles, Chicago (pancake flour). *n sp sa t ta*

QUAKER OATS Co., Peterboro, Ont. (Ful-O-Pep feed). Agency: Lord & Thomas, Toronto. *t*

QUAKER STATE OIL REFINING Corp., Oil City, Pa. (motor oils). Agency: Kenyon & Eckhardt, N. Y. *ta t*

QUALITY BAKER'S OF AMERICA CO-OP Inc., New York. Direct. *ta*

R

RADBILL OIL Co., Philadelphia. Agency: Harry Feigenbaum Adv. Agency, Philadelphia. *sp*

RADIO CORP. OF AMERICA, Camden, N. J. (radio sets, tubes). Agency: Lord & Thomas, N. Y. *n sp sa t ta*

RAINIER BREWING Co., San Francisco. Agency: Buchanan & Co., Los Angeles. *sa sp*

RAINIER NATURAL SOAP Co., Boston. Agency: H. L. Moore Co., Boston.

RALADAM Co., Detroit (Marmola). Agency: Street & Finney, N. Y. *ta*

RALSTON PURINA Co., St. Louis (Ry-Krisp cereal and feeds). Agency: Gardner Adv. Co., St. Louis. *n sa sp ta*

RALSTON PURINA Co., Toronto (feed, dog food). Agencies: James Fisher Co., Toronto; Gardner Adv. Co. *t*

RANGER JOE, Chester (honey wheat cereals). Agency: Clements Co., Philadelphia. *sp*

RANSOHOFF'S, San Francisco (dept. store). Direct. *sp*

RCA Victor Co., Montreal (radios, records). Agency: Lord & Thomas of Canada, Toronto. *sp n*

READER'S DIGEST ASSN., Pleasantville, N. Y. (magazines). Agencies: BBDO, N. Y.; Grant Adv. S. A., Mexico City. *sa t ta*

READING ANTHRACITE CANADIAN Co., Toronto (coal). Agency: McKee & Albright, Philadelphia. *sa*

RECORD GUILD OF AMERICA (Christmas gift records). Agency: H. A. Salzman Inc., N. Y. *t*

RED TOP BREWING Co., Cincinnati. Agency: Joseph Adv. Agency, Cincinnati. *sa ta*

RED ROCK Co., Atlanta (soft drinks). Agency: H. A. Salzman, New York. *sa*

JACOB REED STORES (men's clothing), Philadelphia. *t*

REGAL AMBER BREWING Co., San Francisco. Agency: M. E. Harlan Adv. Agency, San Francisco. *sa*

REGENT KNITTING MILLS Ltd., Montreal (wool). Agency: Stevenson & Scott Ltd., Montreal. *sa*

REID, MURDOCH & Co., Chicago and Medford, Mass. (Monarch foods). Agencies: Rogers & Smith Adv. Agency, Chicago; W. B. Ross & Assoc., Los Angeles; U. S. Adv. Co., Chicago. *sp sa*

WM. B. REILY & Co., New Orleans (coffee and tea). Agency: Walker Saussy, New Orleans. *sa*

REMAR BAKING Co., Oakland, Cal. Agency: Sidney Garfinkel Adv., San Francisco. *sp*

GEORGE J. RENNER BREWING Co., Akron. Direct. *sa ne*

REPUBLIC OIL Co., Pittsburgh, Pa. Agency: Whitman & Pratt, Pittsburgh.

REPUBLICAN PARTY, N. Y. (for Dewey). Agency: Duane Jones Co., N. Y. *sp*

RESINOL Co., Baltimore (ointment). Agency: Courtland D. Ferguson Inc., Washington and Baltimore.

REX RESEARCH Corp., Toledo (Fly-Tox). Agency: Miller Adv. Co., Toledo. *ta*

R. J. REYNOLDS TOBACCO Co., Winston-Salem (Camel, Tops cigarettes). Agency: Wm. Esty & Co., N. Y. *n sa t sp*

RICE PRODUCTS, Philadelphia (perfume sticks). Agency: Harry Feigenbaum Adv., Philadelphia.

RICE-SCHMIDT BAKING Co., Washington. Agency: William A. Schautz Inc., N. Y. *sa*

RICHFIELD OIL CORP. OF N. Y. Agencies: Sherman K. Ellis & Co., N. Y.; Hixson-O'Donnell Co., Los Angeles. *n ne t sp ta*

RICHFIELD OIL Co. of California, Los Angeles (Richfield gas). Agencies: Hixson-O'Donnell, Inc., Los Angeles; Sherman K. Ellis Co., N. Y. *ne n t ta sp n*

RICHMAN BROS. Co., Cleveland (men's clothes). Agency: McCann-Erickson, Cleveland. *sa sp ne*

RICHMOND-CHASE Co., San Jose (Hearts Delight canned ripe peaches). Agency: Wank & Wank, San Francisco. *sp*

RIDGE AUTO SALES, Philadelphia. Agency: Joseph Lowenthal, Philadelphia. *sa*

RIGGIO TOBACCO Co., Brooklyn (Regent cigarettes). Agency: M. H. Hackett Inc., N. Y. *sa ta n*

RINGLING BROS. & BARNUM & BAILEY CIRCUS. Direct. *sa*

RIT PRODUCTS Corp., Chicago (dyes, soap). Agency: Earle Ludgin Inc., Chicago. *ta*

P. J. RITTER & Co., Bridgeton, N. J. (Tobasco catsup). Agency: Clements Co., Philadelphia. *sp*

RKO-RADIO PICTURES Corp., New York (movies). Agencies: Lord & Thomas, N. Y.; Donahue & Coe, N. Y. *sa sp*

ROBIN HOOD FLOUR MILLS, Montreal. Agency: Stewart-McIntosh, Vancouver. *t*

ROBINSON-LLOYD, Ltd., New York (champagne). Agency: Walter W. Wiley Adv., N. Y. *sp*

ROBINSON SEED Co., Waterloo, Neb. Agency: E. H. Brown Adv., Chicago. *sa*

ROCK CREEK GINGER ALE Co., Washington. Agency: H. J. Kaufman Adv., Washington. *sa*

ROCKWOOD & Co., Brooklyn (Pecan Feast, Chocolate Bit). Agency: Federal Adv. Agency, N. Y. *sp sa*

I. ROKEACH & SONS, New York (Nyafat shortening, Rokoh soap). Agency: Advertisers Broadcasting Co., N. Y. *ne*

FRANCIS ROGERS & SONS, New York (department store). Agency: Callo, McNamara & Schoeneich, N. Y. *ne*

ROHM & HAAS Co., Philadelphia (sulphur dust). Agency: T. J. Maloney, New York. *sa*

ROMA WINE Co., New York (Cellarete and La Boheme wines). Agencies: Bermingham, Castleman & Pierce, N. Y.; Robert Kahn & Associates, Chicago; Cesana & Assoc., San Francisco; McCann-Erickson, N. Y. and San Francisco. *sa sp rn t ne*

ROMAN CLEANSER Co., Detroit. Agency: Gleason Adv. Co., Detroit. *sa rn*

ROOS BROS., San Francisco (clothing store chain). Agency: Lord & Thomas, San Francisco. *sp*

ROOSEVELT RACEWAY, New York (trotting races). *sa*

ROSE HILL MEMORIAL Park, Los Angeles (cemetery). Agency: Philip J. Meany Co. *sp*

ROSE MILL, Milford, Conn. (Rose Mill Pate). Direct.

ROSEFIELD PACKING Co., Alameda, Cal. (Skippy peanut butter). Agency: Sidney Garfinkel Adv. Agency, San Francisco. *t*

ROXY CUSTOM CLOTHES Corp., New York. Agency: Peck Adv., N. Y. *sa*

ROYAL AMERICAN SHOWS, Chicago. Direct. *sa sp*

ROYAL CANADIAN AIR FORCE, Ottawa. Agencies: E. W. Reynalds & Co., Toronto; Canadian Adv. Agency, Montreal. *n t sp*

ROYAL LACE PAPER WORKS (paper doilies). Agency: Lawrence C. Bumbinner, N. Y. *sa sp*

ROYAL WATCHES & DIAMONDS, New York (jewelry). Direct *sa*

RUBSAM & HORRMAN BREWING Co., Staten Island, N. Y. (R & H beer). Agency: Samuel C. Croot Co., N. Y. *sp sa*

RUM & MAPLE TOBACCO Corp., New York. Agency: Raymond Spector Co., N. Y. *sp sa*

RUMFORD CHEMICAL WORKS, Providence, R. I. (baking powder). Direct. *rn sp sa t*

JACOB RUPPERT BREWERY, New York. Agency: Ruthrauff & Ryan, N. Y. *sa sp t ne*

RUSSELL-MILLER MILLING Co., Minneapolis (Occident flour). Agencies: N. W. Ayer & Son, Chicago; Campbell-Mithun, Minneapolis. *sp t sa ta*

S

S. & W. FINE FOODS, San Francisco. Agency: Brisacher, Davis & Staff, San Francisco. *sa*

SACHINOL PERFUMES, Buffalo (perfume). Agency: Armand S. Weill Co., Buffalo, N. Y. *sa*

MORRIS B. SACHS, Chicago (clothing stores). Agency: Wade Adv., Chicago. *sp*

SAFE-T-SEAL MFG. Co., Washington (puncture sealing compound). Agency: Henry J. Kauffman, Washington.

SAFEWAY STORES, Oakland Cal. (grocery chain). Agencies: Lord & Thomas, Los Angeles (institutional); McCann-Erickson, San Francisco; J. Walter Thompson Co., San Francisco (Brown Derby beer, Lucerne milk). *ta rn sa sp*

ST. GEORGE HOTEL, Brooklyn. Agency: E. T. Howard Co., New York. *t ta*

ST. LAWRENCE STARCH Co., Port Credit, Ont. (Beehive syrup, Durham corn starch). Agency: McConnell, Eastman & Co., Toronto. *n rn sp*

ST. PETER'S SEMINARY, London, Ont. (religious). Direct. *sp*

SALES BUILDERS Inc., Los Angeles (Max Factor & Co., Hollywood, cosmetics). Agencies: Ted H. Factor Agency, Los Angeles; Smith & Drum, Los Angeles. *sa*

DR. SALSBURY'S LABS., Charles City, Ia. (poultry remedies). Agency: N. A. Winter Adv. Agency, Des Moines. *sa ta*

SAM'S CUT RATE Inc., Detroit (dept. store). *sp*

ALBERT S. SAMUELS Co., San Francisco (jewelers). Direct. *sp*

SAN ANTONIO BREWING ASSN., San Antonio. Agency: Pitluk Adv. Co., San Antonio. *ne*

SAN FRANCISCO FLORAL INDUSTRIES, San Francisco. Agency: Kelso Norman, San Francisco. *sa*

SAN-NAP-PAK MFG. Co., New York (Lydia Grey cleansing tissues). Agency: Biow Co., New York. *sa*

SANTA FE TRANSPORTATION Co. Agency, Los Angeles (bus transportation). Agency: Ferry-Hanly Co., Los Angeles. *sp t*

SAPOLIN Co., New York (Mello-Lux paint). Agency: Duane Jones Co., N. Y.

SARGENT & Co., Des Moines (feed). Agency: Fairall & Co., Des Moines. *sa sp t*

SARNOFF-IRVING HATS, New York. Agency: Lawrence Esmond. *ne*

SAVINGS & LOAN RADIO GROUP, New York. Agency: Heffelfinger, New York *sp*

SAVINGS BANKS ASSN. OF THE STATE OF NEW YORK. Agency: Ruthrauff & Ryan, New York. *sp*

SAWYER BISCUIT Co., Chicago. Agency: George H. Hartman Co., Chicago. *sa*

F. & M. SCHAEFER BREWING Co., Brooklyn. Agency: BBDO, N. Y. *sp*

ADAM SCHEIDT BREWING Co., Norristown, Pa. (Valley Forge beer). Agencies: Carter Thompson Co., Philadelphia; Lawrence I. Everling, Philadelphia; Direct. *t sa*

SCHENLEY DISTILLERS Corp., New York (Cresta Blanca wines). Agency: William H. Weintraub Co., New York. *n sp*

SCHERK Corp., New York (perfumes). Agency: Lee Sohn Adv., N. Y. *sa*

SCHIAPARELLI PARFUM, New York. Direct. *sp*

SCHLITZ BREWING Co., Milwaukee. Agency: Export Adv. Co., Chicago. Direct *ta t*

SCHMITT BAKERY Co., Baltimore (Old Home bread). Agency: W. E. Long Co., Chicago. *ta*

SCHOLL MFG. Co., Chicago (Zino-pads, Foot Balm, foot appliances, remedies). Agency: Donahue & Co., N. Y.

S. A. SCHONBRUNN & Co., New York, (Savarin coffee). Agency: M. H. Hackett Inc., N. Y. *sa*

HARRY SCHOOLER ENTERPRISES, Los Angeles (defense workers dance). Agency: Charles Davis Adv., Los Angeles. *sa n*

A. SCHRADER'S SONS, Brooklyn (war industry). Agency: E. M. Freystadt Assoc., N. Y. *n sp*

IS MERCHANDISING AS IMPORTANT AS *All That?*

It's pretty hard to define the exact value of the Merchandising Services offered by Radio Stations. Because, as you know, there are merchandising services of all sorts and descriptions . . . *some* effective . . . others . . . huh uh.

When you buy WFBM's facilities, you're buying *listeners.*

Sure, it's nice to know that the radio station of your choice offers Merchandising Services . . . but . . . the pay-off on any successful selling plan goes to the campaign that's *balanced.*

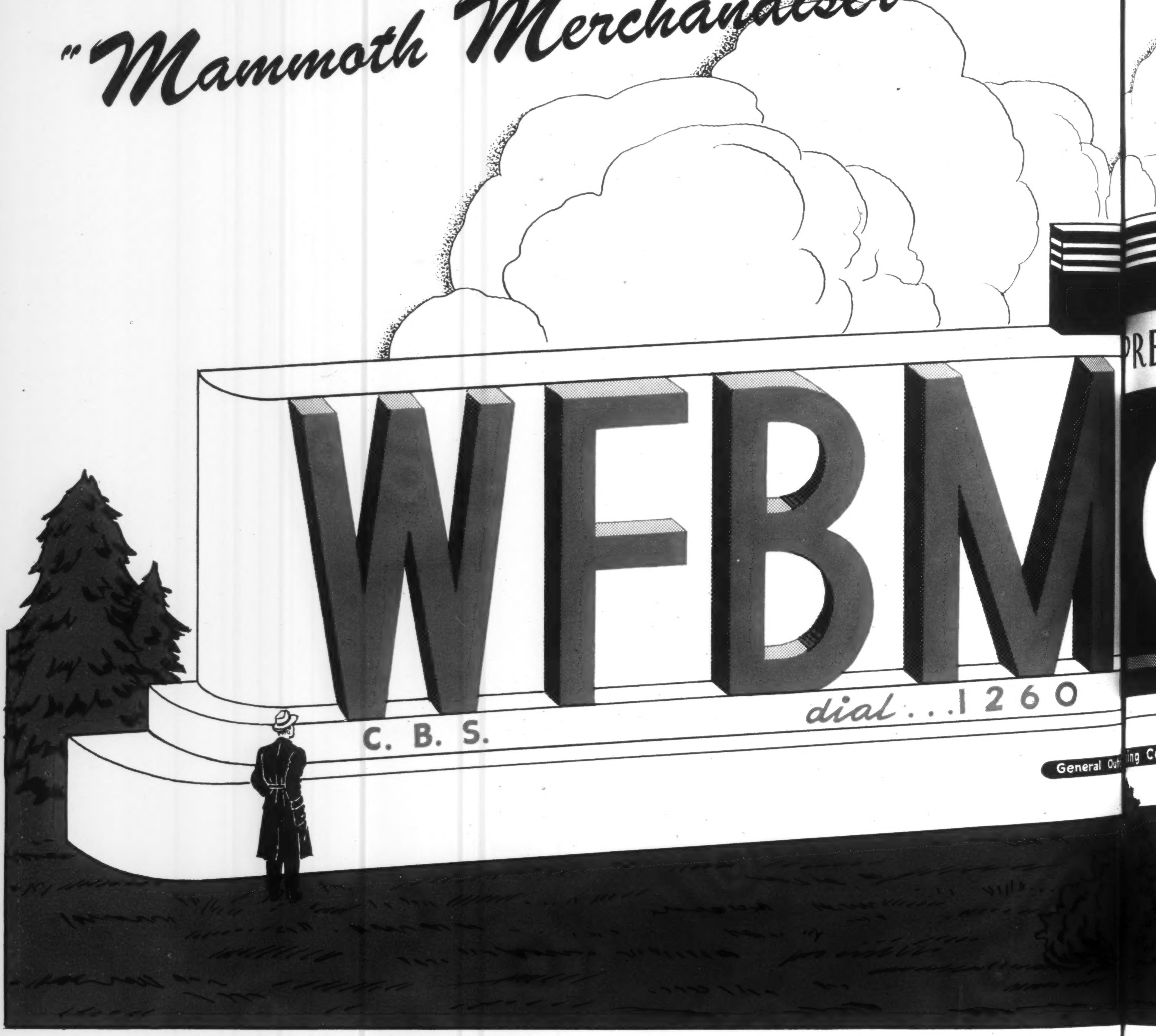
Don't get us wrong! We're sold on Merchandising Services. But, Merchandising doesn't come *first* with WFBM. . . . Merchandising Services only *complete* the sales plan.

First: Distribution; Second: Broadcasting; and THEN—Merchandising.

YES, we have Merchandising Services. In fact, a seven-point plan comprehensive enough to be of real value to you in the Indianapolis Market. Look it over . . .

On the following pages ⇨

"Mammoth Merchandiser"



IT'S A WHOPPER!

WFBM'S Number One Merchandising Service . . . "The Mammoth Merchandiser" is a huge, painted outdoor board, located for strategic reminder value at the busiest traffic intersection on the North side of Indianapolis. And that means it's practically in the lap of luxury as far as buying power's concerned. Actual size of the board . . . 72 feet long . . . 19 feet high! Actual value to advertisers: Immense! Your program, spot-lighted on WFBM's Mammoth Merchandiser, gets real attention from droves of listeners and buyers.

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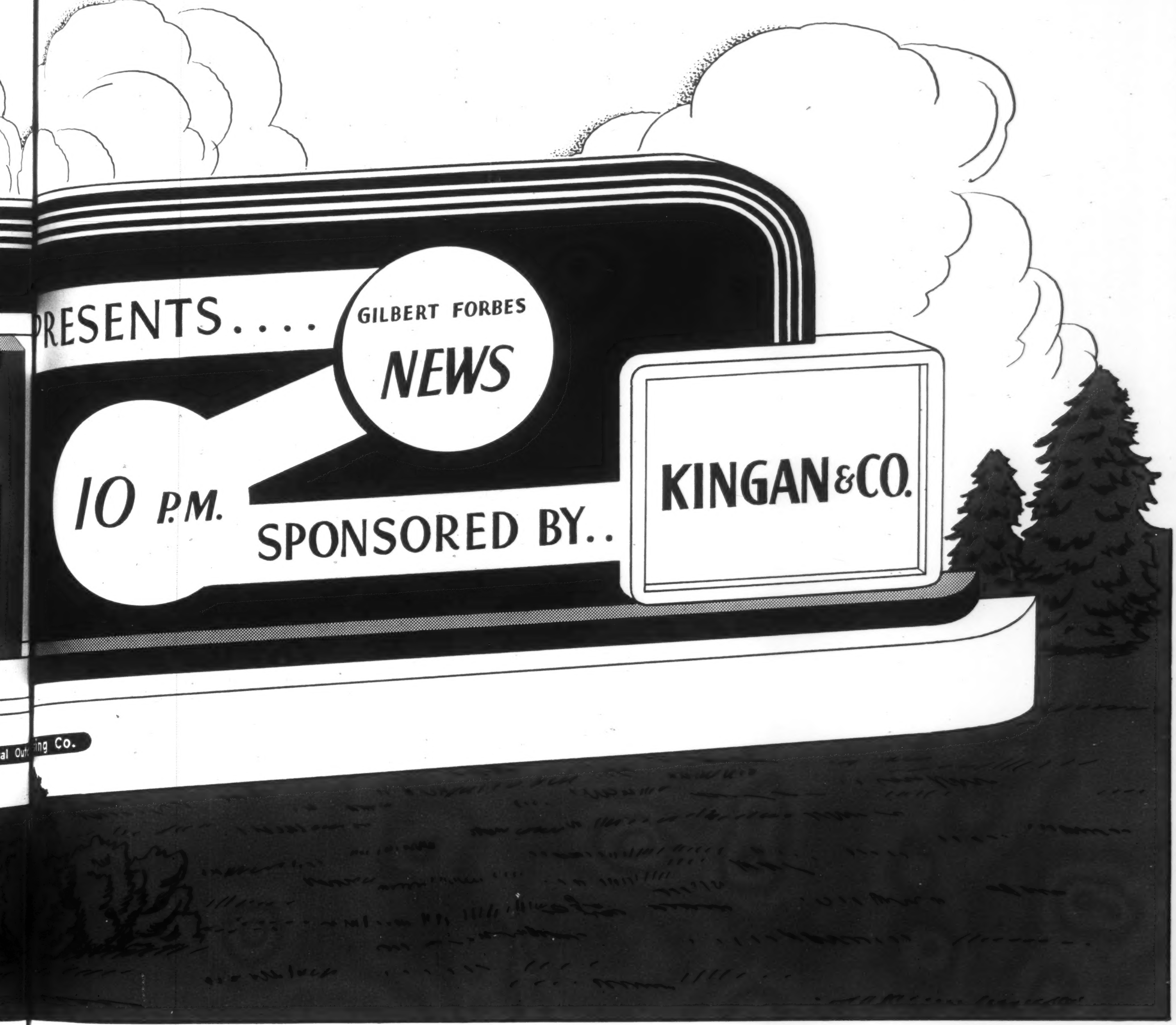

RESENTS....
GILBERT FORBES
NEWS
10 P.M.
SPONSORED BY..
KINGAN & CO.
al Out ing Co.

Pl **ers to the trade** . . . mailed to wholesalers and retailers. FBM maintains an active up-to-date list that numbers in the thousands.

Pl **rtesy announcements** . . . to heighten interest in new grams.

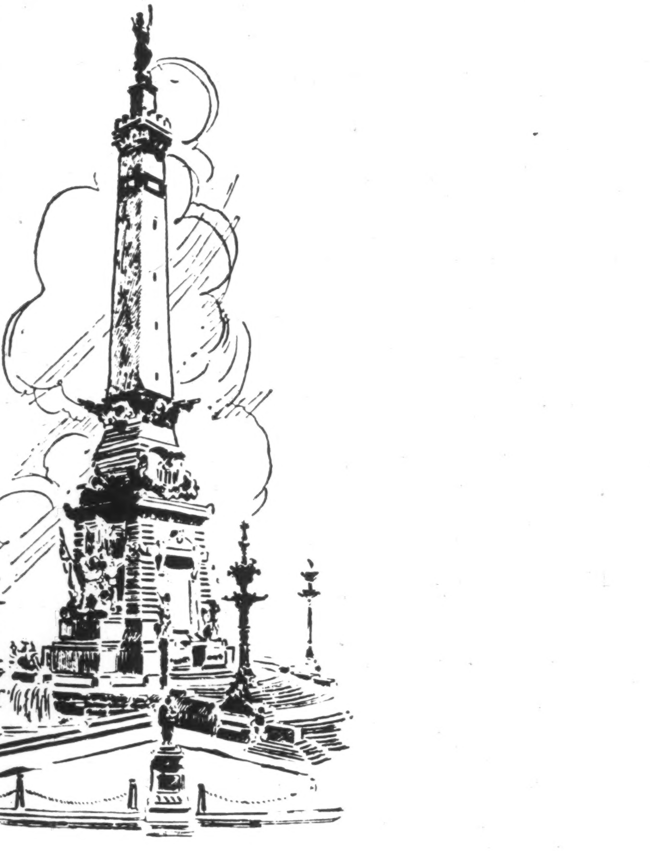
Pl **iposters** . . . on the backs of hundreds of cabs . . . to ry the name of your program.

Plus **Taxi News** . . . a read-while-you-ride service that puts WFBM program news into the hands of thousands of cab-riders.

Plus **Grocery Briefs and Drug Briefs** . . . those newsy "Kiplinger Type" trade letters that carry the name of your product right into your dealers hands every month.

Plus **Newspaper ads** . . . to tie-up your program and time of broadcast with readers of Indianapolis newspapers.

N 5000 WATTS DAY AND NIGHT



No. 48 *MONUMENT CIRCLE*

WFBM's exclusive Merchandising Services cannot be duplicated anywhere in Indiana. That's important to remember.

But it's MORE important to remember that your broadcast campaign needs LISTENERS. WFBM has the listeners. If you're planning a sales campaign in Central Indiana, send your messages to market via WFBM.

No. 48 Monument Circle is the home address of Indiana's most popular radio programs.

INDIANA'S FIRST RADIO STATION

WFBM

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

DIRECTORY OF 1942 NATIONAL-REGIONAL RADIO ADVERTISERS

F. SCHUMACHER & Co., New York (prints). Agency: Anderson, Davis & Platte, N. Y. *sp sa*

SCHUTTER CANDY Co., Chicago. Agencies: Rogers & Smith, Chicago; Roche, Williams & Cunnyngham, Chicago. *n sa*

SCOTT & BOWNE, Bloomfield, N. J. (Scott's Emulsion). Agency: Atherton & Currier, N. Y. *sp*

SCOVILL MFG. Co., Waterbury, Conn. Agency: McCann-Erickson, N. Y. *sp*

SCUDDER FOOD PRODUCTS, Monterey Park, Cal. (potato chips, peanut butter, toasted nuts). Agency: Brisacher, Davis & Staff, Los Angeles. *ne sa n*

WILLIAM S. SCULL & Co., Seattle (Minute Man soup). Agency: Compton Adv., N. Y. *sa*

SEABOARD FINANCE Co., Los Angeles (loans). Agency: Smith & Bull Adv., Los Angeles. *sa sp n ne*

SEAL-COTE Co., Hollywood (finger nail polish preserver). Agency: Buchanan & Co., Los Angeles. *sa t*

SEALY MATTRESS Co., Los Angeles. Agency: Alvin Wilder Adv., Los Angeles. *sp*

SEALTEST Inc., Philadelphia (dairy products). Agency: McKee & Albright, Philadelphia. *t n sp*

SEAMAN BROS., New York. *sa*

SEASIDE OIL CO., Santa Barbara, Cal. Agency: McCarty Co., Los Angeles. *n ne sa*

SEARS, ROEBUCK & Co., Chicago (retail). Agencies: Blackett-Sample-Hummert, Chicago; Mayers Co., Los Angeles (in Southern Cal.); Wiltman & Pratt, Pittsburgh. *t rn sa*

SEASIDE OIL Co., Los Angeles. Agency: McCarty Co., Los Angeles. *n sp*

SEASONETTE DISTRIBUTING AGENCY, Pasadena, Cal. (food seasoning). Agency: Eugene Rouse & Co., Los Angeles. *sp*

SEATTLE FUR EXCHANGE, Seattle. Agency: Milne & Co., Seattle. *ne*

SEBASTIAN LATHE Co., Covington, Ky. Agency: Allen, Heaton & McDonald, Cincinnati. *sp*

SECURITIES ACCEPTANCE Corp., Omaha. Agency: Bozell & Jacobs, Omaha. *sa*

SECURITY FIRST NATIONAL BANK, Los Angeles (investments). Agency: Dana Jones Co., Los Angeles. *sa*

SEECK & KADE, New York (Pertussin). Agency: Erwin, Wasey & Co., N. Y. *sp ta sa t*

SEEMAN BROS., New York (White Rose tea, Flava-Bake, Kitchen Magic). Agency: J. D. Tarcher & Co., N. Y. *sp ne*

SELECTED DAIRIES, Winston-Salem, N. C. *t.*

SELECTED RISKS INDEMNITY Co., Branchville, N. J. Agency: Parker-Allton Assoc., New York.

SEMINOLE FLAVOR Co., Chattanooga, (Double Cola). Agency: McJunkin Adv. Co., Chicago. *ta*

R. B. SEMLER Inc., New York (Kreml hair tonic). Agency: Erwin, Wasey & Co., N. Y. *n sp ne*

SEMPRAY JOVENAY, Grand Rapids (cosmetics). Agency: Roche, Williams & Cunnyngham, Chicago. *sa ta*

MARTIN SENOUR Co., Ltd. (paints). Agency: J. J. Gibbons, Toronto. *ta*

SENTINEL INSURANCE Co., Des Moines. *sa*

SERUTAN Co., Jersey City (proprietary). Agency: Raymond Spector Co., N. Y. *sp t ne*

SERVICE PEN Co., Chicago (service pen by mail). Agency: United Adv. Cos., Chicago. *sp*

SERVUS CLOTHES, N. Y. (mens clothes). Agency: Klinger Adv., N. Y. *sp*

SEVEN-UP BOTTLING Co., Durham, N. C. and Los Angeles (beverage). Agencies: Glasser-Gailey & Co., Los Angeles; Rhoades & Davis, San Francisco; Raymond Keane, Denver; Harvey-Massengale Co., Durham. *sa sp*

SHALER Co., Waupun, Wis. (Rislone motor oil). Agency: Kirkgasser-Drew Adv. Agency, Chicago. *sa ta*

SHASTA WATER Co., San Francisco (sparkling water). Agency: Brisacher, Davis & Staff, San Francisco. *sa*

FRANK G. SHATTUCK Co., New York (Schraffts Restaurants). Agency: Al Paul Lefton Co., N. Y.

W. A. SHEAFFER PEN Co., Fort Madison, Ia. (fountain pens). Agency: Russel M. Seeds Co., Chicago. *sp t sa n ne*

SHEFFIELD BRICK & TILE Co., Sheffield, Ia. (drain tile). Agency: W. D. Lyon Co., Cedar Rapids.

SHEFFIELD FARMS Co., New York (dairy products). Agency: N. W. Ayer & Son, N. Y. *t sp sa*

SHELL OIL Co., New York. Agency: J. Walter Thompson Co., N. Y. *ta sa sp t rn*

S. A. SHERER, Los Angeles (loans). Agency: Smith & Bull, Los Angeles. *sa*

H. B. SHERMAN MFG. Co., Battle Creek, Mich. (hose nozzles). Agency: Wilson Barrett Adv., Kalamazoo, Mich. *sa*

SHERWIN-WILLIAMS Co., Cleveland. (Kemtone paint). Agencies: Warwick & Legler, N. Y.; Newell-Emmett Co., N. Y. *sa sp*

SHIRRIFF'S Ltd., Toronto (marmalade). Agency: Cockfield, Brown & Co., Toronto. *sp rn*

SHREDDED WHEAT Co., Niagara Falls, Ont. (Cubs). Agency: Cockfield, Brown & Co., Toronto. *ta*

SIGNAL OIL & GAS Co., Los Angeles. Agency: Barton A. Stebbins Adv. Agency, Los Angeles. *rn sp n*

SILVER SUDS Co., Philadelphia (Silver Bath polish). Direct. *sa*

FRANKLIN SIMON & Co., New York (fur storage dept.). Agency: Hirshon-Garfield, New York. *sa*

SIMON ACKERMAN CLOTHES, N. Y. Agency: Ehrlich & Neuwirth, N. Y. *sa*

SIMON & SCHUSTER, New York (tax instruction book). Agency: Northwest Radio Adv. Co., Seattle. *t sa sp*

SIMONIZ Co., Chicago (auto polish). Agency: George H. Hartman Co., Chicago. *sa sp t*

ROBERT SIMPSON Co., Toronto (national chain dept. stores). Agency: Harry E. Foster Agencies, Toronto. *sp*

SINCLAIR REFINING Co., New York (H-C gasoline, etc.). Agency: Hixson-O'Donnell Adv., N. Y. *n sp*

SKELLY OIL Co., Kansas City. Agency: Henri, Hurst & McDonald, Chicago. *ne n*

SKILLERN'S DRUG STORES, Dallas. Agency: Grant Adv., Dallas. *t*

SKINNER & EDDY Corp., Seattle (Minute Man soup mixes). Agencies: J. M. Mathes Inc., N. Y.; J. William Sheets Co., Seattle. *sp n*

SKINNER MFG. Co., Omaha (Skinner's raisin bran, macaroni products). Agency: Ferry-Hanly Co., Kansas City. *sa ta*

SKRUDLAND PHOTO SERVICE, Chicago. Agencies: A. N. Baker Adv. Co., Chicago; United Adv. Co., Chicago. *sp sa*

DR. EARLE S. SLOAN Inc., New York (liniment). Agency: Warwick & Legler, N. Y. *n sp*

W. & J. SLOANE, San Francisco (retail furniture). Agency: A. E. Nelson Adv. *sp*

SMART & FINAL Co., Wilmington, Cal. (food products). Agency: Heintz, Pickering & Co., Los Angeles. *sp*

SMITH BROTHERS Co., Poughkeepsie, N. Y. (cough drops). Agency: J. D. Tarcher & Co., N. Y. *n sa sp*

SMITHFIELD HAM & PRODUCTS Co., Smithfield, Va. (Amber and James River brand hams). Agency: Carter-Thompson Co., Philadelphia.

SNELLENBURG'S, Philadelphia (dept. store). Agency: Solis S. Cantor, Philadelphia. *sa*

SOCONY-VACUUM OIL Co., New York (Mobilgas & Mobiloil). Agency: Compton Adv. Co., N. Y. *n sa t sp ta ne*

SODUS CREAMERY Corp., Long Island City, N. Y. (creamed cottage cheese).

SOILOFF MFG. Co., Glendale, Cal. (paint cleaner). Agency: Hillman-Shane Adv., Buchanan & Co., Los Angeles. *sa sp n ne*

SOLO'S WOMEN'S SPECIALTY SHOP, Philadelphia. Agency: Vernik Adv., Philadelphia. *sp*

SOLVAY SALES Corp., New York. Agency: Atherton & Currier, N. Y. *sp*

SOMMER & KAUFMAN, San Francisco (shoes). Agency: W. J. Wilkin Co., San Francisco. *sa*

SONOMA MARIN MILK Co., San Francisco (dairy products). Direct. *sa*

SONTAG DRUG STORES, Los Angeles (chain). Agency: Milton Weinberg Co., Los Angeles. *sp*

SOUTHERN CALIFORNIA ALL-YEAR CLUB, Los Angeles (vacation resort). Agency: Lord & Thomas, Los Angeles. *ta*

SOUTHERN CALIFORNIA GAS Co., Los Angeles (public utility). Agency: McCann-Erickson, San Francisco. *t*

SOUTHERN CALIFORNIA TELEPHONE Co., Los Angeles. Agency: Mayers Co. *sa*

SOUTHERN COTTON OIL Co., New Orleans. Agency: Tracey-Locke-Dawson, N. Y. and Dallas. *sp*

SOUTHERN COUNTIES GAS Co., Los Angeles (public utility). Agency: McCann-Erickson, San Francisco. *t*

SOUTHERN MILLING & MFG. Co., Tulsa (prefabricated houses). Agency: Watts, Payne Adv. Co., Tulsa. *t*

SOUTHERN NEW ENGLAND TELEPHONE Co., New Haven, Conn. Agency: BBDO, N. Y. *sa sp*

SOUTHERN PACIFIC Co., San Francisco (railway). Agency: Lord & Thomas, San Francisco. *ta sp sa*

SPARK-O-LIFE Co., Kansas City, Mo. Agency: Ferry-Hanly Co., Kansas City, Mo. *sp*

SPARKLETT'S DRINKING WATER Corp., Los Angeles. Agency: Raymond R. Morgan Co., Hollywood. *sp t*

SPERRY CANDY Co., Milwaukee (Denver sandwich). Agencies: Cramer-Krasselt, Milwaukee; Arthur Meyerhoff Co., Chicago. *sa*

SPERRY FLOUR Co., San Francisco (flour, cereals). Agencies: Westco Adv. Co., San Francisco and Knox Reeves Adv., Minneapolis. *n sp t ne*

SPRATT'S PATENT Ltd., Newark (dog food). Agency: Paris & Peart, New York.

SPIEGEL Inc., Chicago (mail order). Agency: J. L. Stewart Agency, Chicago. *sa*

SPRINGHILL NURSERY Co., Tipp City, O. (Bohlender Nurseries). Agency: Leo Boulette, Three Rivers, Mich.

E. R. SQUIBB & SONS, New York (dental cream). Agencies: Geyer, Cornell & Newell, N. Y.; Dorland International Inc., N. Y. (for foreign adv.) *n sp*

A. E. STALEY MFG. Co., Decatur, Ill. (corn starch). Agency: Blackett-Sample-Hummert, Chicago. *sa sp*

STALEY MILLING Co., Kansas City, Mo. Agency: Potts-Turnbull Adv. Co., Kansas City, Mo. *t*

STANBACK Co., Salisbury, N. C. (remedy). Agencies: J. Carson Brantley Adv. Agency, Salisbury, N. C.; Klinger Adv. Corp., N. Y.; Dave Lodge, Philadelphia. *sp sa t ta n*

STANCO PRODUCTS, New York (Flit, Mistol, Nujol). Agency: McCann-Erickson, N. Y. *t*

STANDARD B. VITAMINS Inc., New York (Major "B" B, complex tablets). Agency: Charles W. Hoyt Co., New York.

STANDARD BEVERAGES, San Francisco (Par-T-Pak). Agency: Brisacher, Davis & Staff, San Francisco. *sp*

STANDARD BRANDS, New York (Fleischmann, Chase & Sanborn, etc.). Agency: J. Walter Thompson Co., N. Y. (Tender Leaf Tea); Sherman K. Ellis Co., N. Y.; Kenyon & Eckhardt, N. Y. Arthur Kudner, N. Y.; Ted Bates Inc., N. Y. (Royal gelatins and puddings, baking powder, Fleischmann's liquors). *sa n sp t rn*

STANDARD BRANDS, Montreal (Fleischmann's food products). Agencies: J. Walter Thompson Co., Montreal; Arthur Kudner, N. Y.; Kenyon & Eckhardt, N. Y. *n sp sa*

STANDARD OIL Co. of Cal., San Francisco. Agency: BBDO, San Francisco. *n sp*

STANDARD OIL Co. of Indiana, Chicago. Agency: McCann-Erickson, Chicago. *ta rn sp n*

STANDARD OIL Co. of N. J., New York (Esso). Agency: Marshalk & Pratt, N. Y. *n sp*

STARDUST MFG. Co., New York (blouses). Agency: Norman D. Waters, New York. *ta*

STARCK PIANO Co., Chicago. Agency: George H. Hartman Co., Chicago. *sp*

STEAK SPECIALTIES Co., Los Angeles (fresh frozen steaks). Agency: Lockwood-Shackelford Adv. Agency, Los Angeles. *sp*

FREDERICK STEARNS & Co., Windsor, Ont. (Nyal drugs). Agency: A. McKim Ltd., Toronto. *sa*

STEGMAIER BREWING Co., Wilkes-Barre, Pa. Agency: Crolly Agency, Wilkes-Barre. *ta*

GEO. S. STEIN BREWERY, Buffalo. Agency: Ellis Adv. Co., Buffalo. *sp*

STELLA CHEESE Co., Brooklyn. Agency: Commercial Radio Service, N. Y. *sp*

STENOTYPE Co., Chicago. Agency: E. H. Brown Adv. Agency, Chicago.

STEPHANO BROS., Philadelphia (Marvel cigarettes). Agency: Aitkin-Kynett Co., Philadelphia. *sp sa t*

STERLING DISTRIBUTORS, Windsor, Ont. (Bayer aspirin). Agencies: Blackett-Sample-Hummert, Chicago (Phillips Milk of Magnesia); Ruthrauff & Ryan, N. Y. (ironized yeast; Molle Shaving cream). *n*

STERLING INSURANCE Co., Chicago (Penny-A-Day insurance). Agency: Neal Adv. Agency, Chicago; E. H. Brown Adv., Chicago. *sp*

STERLING PRODUCTS, New York (Bayer aspirin, Danderine, etc.). Agencies: Blackett-Sample-Hummert, Chicago; Cramer-Krasselt Co., Milwaukee; Stack-Goble Adv. Agency, Chicago; Ruthrauff & Ryan, N. Y. (Consumer Products); Sherman & Marquette, Chicago. *n t sp*

STERN'S NURSERIES, Geneva, New York (trees). Agency: W. L. Wright Co., Rochester. *sa*

STEVENS CHEMICAL PRODUCTS Co., Brampton, Ont. (Eskimo-Kloth). Agency: F. H. Hayhurst Co., Toronto. *ta sa*

STEVENS INST. OF TECHNOLOGY, Hoboken, N. J. *sa*

STOKELY BROS. & Co., Indianapolis (Van Camp's Tenderoni, beans). Agency: Calkins & Holden, N. Y. *sa n*

STORZ BREWING Co., Omaha. Agency: Buchanan-Thomas Adv. Co., Omaha. *sa*

FINLAY STRAUS JEWELRY Co., New York.

STRAUS SECURITIES Co., Chicago (investments). *t*

STREET & SMITH PUBLICATIONS, New York (magazines). Agency: Victor Van der Linde Adv. Agency, N. Y. *sa*

STRIETMANN BISCUIT Co., Cincinnati (Dixie Vanilla Wafers). Agencies: Harry M. Miller Inc., Cincinnati; Stockton-West-Burkhart. *sp t*

STRYKERS SOAP Co., San Francisco (1-2-3 cleanser). Agency: Botsford, Constantine & Gardner, San Francisco. *ta*

STUDEBAKER SALES Corp. of America, South Bend, Ind. (autos). Agencies: Roche, Williams & Cunnyngham, Chicago; Schwimmer & Scott, Chicago. *sa t sp ne n*

SUDBURY LABS., S. Sudbury, Mass. (Chaperone). Agency: Mason L. Ham Adv., Boston. *sa*

SUMMIT HOTEL, Uniontown, Pa. Agency: W. Earl Bothwell Adv. Agency, Pittsburgh. *sa*

SUMNER RHUBARB GROWERS Assn., Seattle. Agency: Brewer-Weeks Co., San Francisco. *sa*

SUN DRUG STORES, Pittsburgh. *ne n*

SUN OIL Co., Philadelphia (Sunoco motor oils). Agencies: Roche, Williams & Cunnyngham, Chicago (insecticides); Stewart-Jordan Co., Philadelphia. *n sa ta t*

DIRECTORY OF 1942 NATIONAL-REGIONAL RADIO ADVERTISERS

SUNBROCK'S CIRCUS, Chicago. Direct. *sa*

SUNLITE BAKERY, San Francisco (bread). Agency: W. E. Long Co., Chicago. *sp t*

SUNNY SALLY VEGETABLE GROWERS, Vernon, Cal. Agency: Tyler T. Smith Adv., Hollywood. *sp*

SUNNYVALE PACKING Co., San Francisco (Rancho soups). Agency: Lord & Thomas, San Francisco. *n sa sp n*

SUNSET MAGAZINE (home and garden periodical). Agency: Brisacher, Davis & Staff. *sp*

SUNWAY FRUIT PRODUCTS Co., Chicago (vitamins). Agencies: Schwimmer & Scott, Chicago; Sorensen & Co., Chicago; Northwest Radio Adv. Co., Seattle. *sa sp*

SUPERIOR AGENCIES, New York. Agency: Klinger Adv., New York. *sp*

SUPERIOR SEAFOOD Co., Los Angeles. Agency: Hillman-Shane-Breyer, Los Angeles. *sp*

SUTHERLAND LIVESTOCK COMMISSION Co., Sutherland, Neb. *sa sp*

R. L. SWAIN TOBACCO Co., Danville, Va. (Pinehurst cigarettes). Agency: Gotham Adv. Co., N. Y. *t*

SWEETS CO. OF AMERICA, New York (Tootsie Rolls). Agencies: Biow Co., N. Y.; Duane Jones Co., N. Y. *n ta sa*

SWIFT & Co., Chicago (meat, Vigoro, dairy products, Sunbrite). Agencies: J. Walter Thompson Co., Chicago; Stack-Goble Adv. Agency, Chicago; Blackett-Sample-Hummert, Chicago (Brookfield cheese); Needham, Louis & Brorby, Chicago. *ta sa n sp*

T

TATMAN Inc., Chicago (silver and glassware store). *t*

W. A. TAYLOR & Co., New York (Martini & Rossi vermouth). Agency: J. Walter Thompson Co., N. Y. *sa*

TAYTON Co., Los Angeles (cosmetics). Agencies: Allen C. Smith Adv. Co., Kansas City; Barton A. Stebbins Adv., Hollywood; BBDO, Los Angeles. *sp rn*

TEN-B-LOW Co., Columbus, O. (ice cream mix). Agency: Ralph H. Jones Co., Cincinnati. *ta sa*

TERMINAL BARBERSHOPS, New York. Agency: Maxon Inc., New York. *sp*

TERRE HAUTE BREWING Co., Terre Haute, Ind. (Champagne velvet beer). Agency: Wm. Pollyea Adv. Agency, Terre Haute. *t sp*

JOSEPH TETLEY & Co., New York (tea, soup mix). Agencies: Maxon Inc., Duane Jones Co., N. Y. *sp rn sa t*

TEXAS Co., New York (Texaco gasoline). Agency: Buchanan & Co., N. Y. *n sp*

THAYER Co., Gardner, Mass. (carriages). Agency: Wm. B. Remington Inc., Springfield, Mass.

S. B. THOMAS Inc., Long Island City, N. Y. (Protein bread and English muffins). Agencies: Merrill Anderson Co., N. Y.; Sherman K. Ellis & Co., N. Y. *sp ne*

THOMPSON HYBRED CORN Co., Des Moines (Hybred corn). Agency Cary-Ainsworth, Des Moines. *sa*

THRIFTY DRUG Co., Los Angeles (chain). Agencies: Milton Weinberg Adv. Co., Los Angeles; Hillman-Shane-Breyer, Los Angeles. *t sp ne*

TIDE WATER ASSOCIATED OIL Co., San Francisco, New York (Veedol & Tydol). Agencies: Lennen & Mitchell, N. Y.; Lord & Thomas, San Francisco. *n sp sa*

TIDY HOUSE PRODS., Des Moines (household cleaners). Agency: Cary-Ainsworth, Des Moines. *sa sp*

TILLAMOOK COUNTY CREAMERY ASSN., Tillamook, Ore. (dairy products). Agency: Botsford, Constantine & Gardner, Portland, Ore. *rn sp n*

WCOU

Lewiston-Auburn

Leading Salesman in Maine's No. 1 Industrial Market

Do you realize 44% of Maine industry is concentrated in the Lewiston-Auburn trade area? Lewiston-Auburn is first in per capita food sales for Maine, first in industrial payrolls, first in product values, first in wage earners. Here's a comparison of Maine's first two markets:

Market	Payrolls	Wage Earners	Product Values
Lewiston-Auburn	$9,721,605	11,979	$36,997,000.
Market B	3,468,141	3,548	21,715,000.

Hooper Station Listening Index Proves WCOU the Dominant Station in Maine's First Industrial Market.

INDEX	WCOU	STATION A	STATION B	OTHERS
8 a.m.-12 N Mon., Thurs., Fri.	56.0	32.4	5.6	6.0
12 N-6 p.m. Mon. thru Fri.	52.9	35.8	5.2	6.1
6 p.m.-10:30 p.m. Sun. thru Sat.	48.2	32.5	14.5	4.8

MBS

Yankee Network

Represented nationally by Forjoe & Co.

TIME Inc., New York (magazines, newsreel). Agencies: Young & Rubicam, N. Y.; Grant Adv. S. A. Mexico City. *sp n*

TIVOLI-UNION BREWING Co., Denver. Agency: Lane-Freiberger Adv., Denver.

TOURNEAU WATCH Co., New York. Agency: Mervin J. Chasen, New York. *sa*

TOVREA PACKING Co., Phoenix (food products). *sp*

TOWER FINANCE Corp., Chicago. Agency: Irving Rocklin & Assoc., Chicago. *sa*

TRAVELERS CASUALTY INSURANCE Co., Chicago. Agency: First United Broadcasters, Chicago. *sa sp*

TREAT Co., Brooklyn (potato chips). Agency: Arthur Rosenberg Co., N. Y.

TRIANGLE RESTAURANTS, Chicago (chain). Agency: C. Wendell Muench & Co., Chicago. *ne*

TRIMOUNT CLOTHING Co., New York (Clipper Craft clothes). Agency: Emil Mogul Co., N. Y. *n ta ne*

JOHN F. TROMMER Inc., Brooklyn, N. Y. Agency: Federal Adv. Agency, N. Y. *ta sp*

TRU-ADE BOTTLING Co., Los Angeles (fruit beverage). Agency: Beaumont & Hohman, Los Angeles. *ta sp*

BEN TUCKER FURS, N. Y. Direct. *sp*

TUCKETT'S Ltd., Hamilton, Ont. (Buchingham, Wings cigarettes). Agencies: McLaren Adv. Co., Toronto; Whitehall Broadcasting Ltd., Montreal. *t ta sa n*

TURCO PRODUCTS Inc., Los Angeles (cleaning compound). Agency: Warren G. Fehlman Adv., Huntington Park, Cal. *sp*

J. L. TUTTLE Co., Oakland, Cal. (Cottage cheese). Agency: Emil Reinhardt, Oakland. *sa*

TWENTIETH CENTURY FOX FILM Corp., New York. Agency: Kayton-Spiero, N. Y. *n sa*

TWIN CITY RETAIL DRUG ASSN., St. Paul. *sa t*

TWIN CITY SHELLAC Co., Brooklyn. Agency: Diener & Dorskind, N. Y. *sa t*

U

UNCLE SAM BREAKFAST FOOD Co., Omaha. Agency: Buchanan-Thomas Adv. Co., Omaha. *sa*

UNION LIFE INSURANCE Co., Chicago. Agency: Rocklin Irving Assoc., Chicago. *sp sa*

UNION OIL CO. of CALIF., Los Angeles (Aristo oil). Agency: Lord & Thomas, Los Angeles. *n sp rn*

UNION OIL Co., Vancouver, B. C. Agency: Stewart-McIntosh, Vancouver. *sp*

UNION SQUARE GARAGE, San Francisco. *sp*

UNION SUGAR Co., San Francisco. Agency: Carl C. Wakefield, San Francisco. *sp*

UNITED ARTISTS Corp., New York (movies). Agencies: Donahue & Co., N. Y.; Lawrence Fertig & Co., N. Y., *sa*

UNITED DRUG Co., Boston (Rexall and Puretest drug products). Agency: Street & Finney, N. Y., *t ta*

UNITED DRUG Co., Toronto (Rexall). Agency: Ronalds Adv. Agency, Toronto. *sa*

UNITED FRUIT Co., New York. Agency: BBDO, N. Y. *n sp*

UNITED INSTITUTE OF AERONAUTICS, New York & Hoboken. Agencies: Equity Adv. Agency, N. Y.; J. R. Kupsick Adv., N. Y. *sp ne sa*

UNITED INSURANCE Co., Chicago (surety sales). Agency: J. L. Stewart Agency, Chicago. *sp*

UNITED STATES ENTERPRISES, Los Angeles (first aid kits). Agency: Charles H. Mayne, Los Angeles. *t*

U. S. TOBACCO Co., New York (Dill's, Model, B & R tobacco). Agency: Arthur H. Kudner, N. Y. *n sa sp*

UNITED VITAMIN Co., Chicago (anti-gray hair vitamins). Agency: First United Broadcasters, Chicago.

UNIVERSAL MATCH DIVISION, of the Pan American Match Corp., St. Louis (Red Cross cough drops). Agency: H. W. Kastor & Sons, Chicago. *sa*

UNIVERSAL PICTURES Co., New York. Agency: J. Walter Thompson Co., N. Y. *sa*

UTAH OIL REFINING Co., Salt Lake City. Agency: Gillham Adv. Agency, Salt Lake City. *sa*

UTILITIES ENGINEERING INSTITUTE, Chicago (air conditioning courses). Agencies: Klinger Adv. Agency; First United Broadcasters, Inc., Chicago. *sp t sa*

V

VACU-MATIC CARBURETOR Co., Los Angeles (auto gasoline economizer). Agency: Charles N. Stahl. *t sp*

VADSCO SALES Corp., Long Island City, N. Y. (Mavis, Djer-kiss, Delettrez toiletries). Agency: Woltman, Barton & Gold, N. Y.

VAL VITA FOOD PRODUCTS Inc., Fullerton, Cal. (food packers). *sa*

VAN CAMP'S Inc., Indianapolis (food). Agency: Calkins & Holden, N. Y. *ta sp sa*

VANGUARD SALES Co., New York (hand protector). Agency: Abbott Kimball Inc., N. Y. *sa*

VAN'S SHOE DRESSINGS, Los Angeles. Agency: Elwood J. Robinson, Adv., Los Angeles. *ta*

VELIE-RYAN Soft Drink Distributors, Rochester, Minn. *ta sa*

JAMES VERNOR Co., Detroit, Mich. (ginger ale). Agency: Richardson-MacDonald Adv. Service, Ltd., Toronto.

VICK CHEMICAL Co. N. Y. C. (Vick's Voratone, Vaporub, Vatronal). Agencies: Morse International, N. Y.; Grant Adv., Chicago. *n sa sp rn t ta*

F. G. VOGT & Sons, Philadelphia (dog food, scrapple). Agency: Clements Co., Philadelphia. *sp sa*

VOICE OF PROPHECY Inc. (Seventh Day Adventist Church Commission). Agencies: G. C. Hoskin & Assoc., Chicago; Jack Parker & Assoc. *sp n*

W

WAIT CAHILL Co., Decatur, Ill. (Green Mountain cough syrup). Agency: Wade Adv. Co., Chicago. *sp*

WALGREEN Co., Chicago (chain drug stores). Agency: Schwimmer & Scott, Chicago. *ne sp sa*

WALKER'S AUSTEX CHILI Co., Austin, Tex. Agency: Crook Adv., Dallas. *sa*

WALKER REMEDY Co., Waterloo, Ia. (Walko poultry remedy). Agency: Weston-Barnett, Waterloo, Ia. *sa ta t*

WALTHAM PEN Co., Chicago. Agency: United Adv. Cos., Chicago. *sa*

HENRY K. WAMPOLE & Co., Perth, Ont. (proprietary). Agency: J. J. Gibbons, Montreal. *ta n sa*

WANDER Co., Chicago (Ovaltine). Agency: Blackett-Sample-Hummert. Chicago. *t sa sp*

A. WANDER Ltd., Peterborough, Ont. (Ovaltine). Agency: A. McKim Ltd., Toronto. *sa*

WARD BAKING Co., New York (Wa baking products). Agencies: Sherman Ellis & Co.; J. Walter Thompson Co., N Y.; W. E. Long Co., Chicago. *n sp ta sa*

WARNER Bros. Pictures, New Yor Agency: Blaine-Thompson Co., N. Y. *t*

WARTIME PRICES & TRADES Boar Ottawa, Can. (price ceiling). Agencies MacLaren Adv. Co. Ltd., Toronto; Can dian Adv. Agency, Montreal. *ta n sp*

WASHINGTON APRICOT GROWER Assn., Seattle. Agency: Izzard Co. *sa*

WASHINGTON COOPERATIVE EGG POULTRY Assn., Seattle. Agency: P cific National Adv. Agency, Seattle. *sa*

WASHINGTON STATE APPLE Co mission, Wenatchee, Wash. Agency: Walter Thompson Co., San Francisco. *sp*

WASHINGTON STATE RETAIL GR CERS AND MEAT DEALERS Assn. *sp*

WASHINGTON WATER POWER Spokane. Agency: Syverson-Kelley Ad Spokane. *sp*

L. E. WATERMAN Co., New York (p and pencils). Agency: Charles Da Reach Co., Newark. *sp ne*

R. L. WATKINS Co., New York (Dr. Lyons toothpowder etc.). Agency: Blackett-Sample-Hummert, Chicago. *n sp t*

WAYNE KNITTING MILLS, Fort Wayne, Ind. (hosiery). Agency: Aubrey, Moore & Wallace, Chicago. *sa*

WEATHER MAN, Chicago (weather indicators). Agency: Robert Kahn & Associates, Chicago. *sp*

GEORGE WEIDEMANN BREWING Co., Newport, Ky. Agency: Strauchen & McKim, Cincinnati. *t sa*

WEINSTEIN Co., San Francisco (department store chain). Agency: Botsford, Constantine & Gardner, San Francisco. *sa*

WELCH GRAPE JUICE Co., Westfield, N. Y. (grape juice). Agency: H. W. Kastor & Sons, Chicago. *n sa t ta sp*

WELCH GRAPE JUICE Co., Toronto (beverage). Agency: Cockfield, Brown & Co. Ltd., Toronto. *sp*

WELLMAN, PECK & Co., San Francisco (wholesale grocers). Agency: Botsford, Constantine & Gardner, San Francisco. *n sa*

WENATCHEE REX SPRAY Co., Wenatchee, Wash. (Flytox). Agency: Western Agency Inc., Seattle. *ta*

M. WERK Co., St. Bernard, O. (soap). Agency: Frederic W. Ziv Adv. Agency, Cincinnati. *sa sp*

WESCO CHEMICALS Ltd., Montreal (paints). Agency: J. J. Gibbons Ltd., Montreal.

WESLEY RADIO LEAGUE, Detroit (religious). Agency: Aircasters, Detroit. *sp n*

WESSON OIL & SNOWDRIFT Co., New Orleans (Wesson salad oil, etc.). Agencies: Fitzgerald Adv. Agency, New Orleans; Kenyon & Eckhardt, N. Y. *n sp sa t ta*

WEST COAST SOAP Co., Oakland, Cal. (Powow). Agency: Brisacher, Davis & Staff, San Francisco. *sa sp t*

WESTERN CANADA FLOUR MILLS, Toronto (feeds). Agency: A. McKim Ltd., Toronto. *sa*

WESTERN CONFERENCE OF TEAMSTERS, Los Angeles (labor union). Agency: Clarence B. Juneau Agencies, Los Angeles. *sp n*

WESTERN ELECTRIC Co., New York (Audiphone). Agency: Newell-Emmett Co., New York. *ne*

WESTERN FEDERAL SAVINGS & LOAN Assoc., Los Angeles (investments). Agency: Elwood J. Robinson Adv. Agency, Los Angeles. *sa t*

WESTINGHOUSE E & M Co., E. Pittsburgh, Philadelphia, Pa. Agencies: Fuller & Smith & Ross, N. Y.; Young & Rubicam, N. Y. *n rn sp*

GEORGE WESTON Ltd. of Canada (biscuits). Agency: Kaspar-Gordon, Boston. *t*

WHEATENA Co., Rahway, N. J. (cereal). Agency: Compton Adv., N. Y. *n t sp*

WHEELING STEEL Corp., Wheeling, W. Va. (institutional). Agency: Critchfield & Co., Chicago. *n sp*

WHITE LABS., New York (proprietary). Agencies: H. W. Kastor & Sons; Wm. Esty & Co., N. Y. *sa n rn t ta*

WHITE MOTOR Co., Cleveland. Agency: D'Arcy Adv. Co., Cleveland. *n sp*

WHITEHALL PHARMACAL Co., New York (Aspertane, etc.). Agency: Blackett-Sample-Hummert, N. Y. *ne n*

WIDMER S WINE CELLARS, Naples, N. Y. Agency: Baldwin & Strachan, Buffalo. *ta*

WIEBOLT STORES, Chicago (dept. store chain). Agency: Needham, Louis & Brorby, Chicago. *sp*

WILBERT PRODUCTS, New York (wax). Agencies: W. I. Tracy Inc., N. Y.; Tracy, Kent & Co., N. Y. *t sp ta sa*

WILLARD TABLET Co., Chicago (proprietary(. Agency: First United Broadcasters, Chicago. *sp sa t*

WILLIAMS Co., Kokomo, Ind. (Bouffont washing agent, O-Gee cleanser). Agency: MacDonald-Cook Co., South Bend.

J. B. WILLIAMS Co., Glastonbury, Conn. (shaving soap & toilet prep.). Agency: J. Walter Thompson Co., N. Y. *sp n*

J. B. WILLIAMS Co. Canada, Montreal (shaving cream). Agency: J. Walter Thompson Co., Montreal. *t n sp*

R. C. WILLIAMS & Co., New York (Royal Scarlet coffee, food products). Agency: Alley & Richards Co., N. Y. *sp sa*

WILLIAMSON CANDY Co., Chicago (Oh Henry candy bars). Agency: Aubrey, Moore & Wallace, Chicago. *sa n sp*

WILSON LINE, Philadelphia (steamship line). Agency: John Faulkner Arndt & Co., Philadelphia. *sp sa*

WILSON & Co., Chicago (lard, Mor, dog food). Agency: U. S. Adv. Corp., Chicago. *sa t sp ta*

WILSON & Co., Los Angeles (oleomargarine). Agency: Brisacher, Davis & Staff, San Francisco.

WINNIPEG MERCHANTS, Winnipeg, Man. Agency: Stovin & Wright Ltd., Winnipeg. *sp*

WM. H. WISE & Co., New York (books). Agencies: Northwest Radio Adv. Co., Seattle; Huber Hoge & Sons, N. Y. *n t sa sp ta*

WOLFE'S NURSERY, Stephensville, Tex. Agency: Pondrom & Collins, Dallas. *rn*

WOMEN'S TECHNICAL INSTITUTE, Glendale, Cal. (aircraft, radio assembly trade school). Agency: Ideas Associated, Glendale. *t*

WONDER BAKERIES, Toronto. Agency: J. J. Gibbons Ltd., Toronto. *sa*

WOODMEN ACCIDENT Co., Lincoln, Neb. (health, accident insurance). Agency: Frank R. Steel & Assoc., Chicago. *ne*

HUGH M. WOODS MERCANTILE Co., Denver (lumber). Direct.

WOOLRICH WOOLEN MILLS, Woolrich, Pa. Agency: Edward Cave Co., N. Y. *sa*

F. W. WOOLWORTH & Co., New York (chain store). Agency: Lynn Baker Co., N. Y. *sp sa ta*

WORLD GLOBE ENTERPRISES, Chicago. Agency: United Adv., Chicago. *ne*

WORUMBO MFG. Co., Lisbon Falls, Me. (institutional). Direct. *n sp*

WM. WRIGLEY Jr. Co., Chicago (chewing gum). Agencies: Arthur Meyerhoff & Co., Chicago; Frances Hooper Adv. Agency, Chicago; Vanderbie & Rubins, Chicago; J. Walter Thompson Co., Chicago. *sp n sa*

WM. WRIGLEY Co. of Canada, Toronto. Agencies: J. Walter Thompson, Toronto; Tandy Adv. Agency, Toronto. *n sp*

WYETH CHEMICAL Co., New York, Jersey City (Hill's cold tablets). Agency: Blackett-Sample-Hummert, New York. *sp n*

WYLER & Co., Chicago (dehydrated soups, vegetable flakes, bouillon cubes). Agency: Goodkind, Joice & Morgan, Chicago. *sa ne*

Y

YAGER LINIMENT Co., Baltimore. Agency: Harvey-Massengale Co., Atlanta. *sa*

YECKES-EICHENBAUM Inc., New York. Agency: Samuel C. Croot, N. Y.

YELLOW CAB Co., Philadelphia (taxicabs). Agency: Aaron & Brown Adv, Agency, Philadelphia. *sp*

YORKTOWN SHIRT SHOPS, Los Angeles (chain haberdashers). Agency: Charles N. Stahl, Hollywood. *ne*

YOUNG PEOPLE'S CHURCH OF THE AIR, Stroudsburg, Pa. Agencies: Ivey & Ellington, Philadelphia; R. H. Alber Co., Los Angeles. *n sp*

Z

ZONITE PRODUCTS Corp., New York (Forhan's toothpaste). Agency: Erwin, Wasey & Co., N. Y. *n ne*

WAAT

NEW JERSEY'S *First* STATION
970 ON THE DIAL

ON THE AIR 24 HOURS A DAY—

NEWARK EVENING NEWS — NEW JERSEY'S LEADING NEWSPAPER
PRESENTS NEWS ON THE HOUR, EVERY HOUR

DOLLAR FOR DOLLAR—THE BEST BUY*
IN AMERICA'S FOURTH LARGEST MARKET

Write, Wire, or Phone MItchell 2-6400
Executive and Sales Office: 15 Hill St., Newark, N. J.

* Pulse of New York Surveys

Success Stories: The Effective Use of Radio

Summary-Index of Articles on Radio Selling and Merchandising

Published in BROADCASTING, 1938-42 Inclusive, with Dates of Publication

Automotive

SELLING RADIO TO USED CAR DEALERS. *By Lew Trenner*, WCHS, Charleston, W. Va. Jan. 15, 1938, p. 24. How radio can be utilized to sell used cars.

CHRYSLER MOVING USED CARS BY AIR. May 15, 1938, p. 11. Chrysler Corp. spends better part of $500,000 for radio spots to move used cars just prior to the appearance of new models. Campaign augmented by local dealers doing advertising on their own.

RECREATING BASEBALL GAMES DRAWS SALESROOM MOBS AND SELLS AUTOS. *By Frank Bull*, Smith & Bull Advertising, Los Angeles. Sept. 1, 1938, p. 30. Beverly Hills auto dealer broadcasts big league baseball games over KMPC from salesroom, recreating them from Western Union ticker and inviting public to attend. Gets prospect list and increases actual sales.

EVERYBODY WINS IN PORTLAND. Nov. 15, 1939, p. 32. Weekly quiz show broadcast over KOIN, Portland, from the showroom of sponsor, while moving used cars, has as its main purpose the promotion of good-will between buyer and company.

AMERICA MEETS THE CHAMPION VIA DISCS. *By Paul Brines*. Dec. 1, 1939, p. 19. Millions learn of Studebaker cars while dealers learn about radio as an advertising medium as Studebaker Co. completes 10 years on the air with a five months campaign using transcriptions over 77 stations.

WHO STARTED THIS QUIZ BUSINESS. *By Fred Baker*, Baker, Cameron, Soby & Penfield, Hartford. April 1, 1940, p. 32. Jack, the Tire Expert, General Tire distributor of Hartford, claims to have the granddad of all quiz programs, having started in 1928. Some have disputed the claim, but none deny that Jack's success in the tire business is due almost entirely to radio.

SELLING USED CARS BY RADIO. *By Ivar F. Wallin, Jr.*, president, Ivar F. Wallin, Jr. & Staff, Los Angeles. Oct. 1, 1940, p. 67. Coast firm, refusing at first to consider radio as a medium for moving its used cars, now has become the largest used car dealer on the Pacific Coast, thanks to a successful experiment with radio. Now using 21½ hours every week.

CAB BUSINESS. Dec. 15, 1940, p. 42. After a trial of two months using spots on four of Washington's stations to familiarize patrons with their phone number, Yellow Cab "call" business increased over 230% and the company immediately arranged for a long-term contract calling for a greater monthly expenditure for radio.

26 HOURS PER WEEK. Feb. 17, 1941, p. 45. Chicago Auto distributor signs big contract with WIND, Gary, Ind., after selling its entire stock of 250 cars in a trial period of five weeks.

LALLY'S SUCCESS. August 11, 1941, p. 37. Play-by-play baseball broadcasts on KSO, Des Moines, brought in the customers to Lally's Service Inc., Des Moines auto repair and service concern.

A BOOM IN AUTO REPAIRING. Sept. 1, 1941, p. 22. Winningham Chevrolet Co., Birmingham, Mich., reports that after its first two months on WCAR, Pontiac, Mich., repair sales rose 57%. Then sponsoring a program of awarding prizes via telephone, sales continued to leap.

Clothing, Furnishings And Leather Goods

BROADCASTS BY ADAM HAT BRING BOOST IN BUSINESS. March 1, 1938, p. 30. Expansion of Adam Hat outlets from 400 to 600 stores credited largely to company's fight broadcasts.

CENTRAL SHOE CO. SERIES IS SUCCESS BEFORE TAKING AIR. April 1, 1938, p. 24. Here's a case where the cart came before the horse. A wide-scale promotion drive was under way long before the radio program started: handouts, theatre party for the children, placards, newspaper spreads. When Central Shoe Co., Kansas City, did come on the air over WHB, its audience was already established.

A BIG STORE USES RADIO DRAMATICALLY. *By Edward C. Stodel*, president, Stodel Advertising Company, Los Angeles. July 1, 1939, p. 94. Eastern Columbia Stores of Los Angeles, long a holdout against use of radio because its newspaper ads brought desired results, reluctantly agreed to give radio a trial only if it brought immediate results. A program to broadcast news from the store window using KEHE was planned by its agency. The fact that it has recently signed a long term contract speaks for itself.

OFF THE BEATEN PATH SACHS SUCCESS. *By Paul Brines*. Jan. 15, 1940, p. 26. When a store 10 miles from Chicago's Loop can spend $1,500 weekly on a 50 kw. station, business must be good. A little store back in 1934 started an *Amateur Hour* over WENR; today that store has grown to a modernistic three-story building, known the city over. It's the store radio built.

RADIO'S SHOEPRINTS ON SANDS OF TIME. *By J. B. Kiefer*, vice president and treasurer, Pacific Market Builders, Los Angeles. Sept. 1, 1940, p. 34. Pacific Coast's largest chain of independent shoe stores, already firmly established, was another reluctant venturer into the radio field and, after two years, sings radio's praises. Theirs is a news program but directed toward class preference, with occasional institutional talks, children's angles, and the like.

HOW PROFESSOR PUZZLEWIT SELLS SHOES. *By Hassel W. Smith*, manager, San Francisco office, Long Advertising Service. Sept. 1, 1940, p. 34. Coast shoe chain's quiz program ranks fourth in Coast listener preference following four of the biggest national programs. Idea is a running continuity interspersed with questions rather than question-answer type. Ever since the program's inception in 1937, shoe sales have been rising.

SELLERS OF SALES. Jan. 20, 1941, p. 10. Adam Hats has been using radio since 1928. Business was good. But ever since they started broadcasting prize fights on a nation-wide NBC hook-up, Adam Hats has become a by-word with sports fans the country over. Proof? In 1931 12 stores handled their line; in 1941 there were over 2,000.

FURNITURE THAT MUSIC SELLS. Feb. 17, 1941, p. 38. Concert program, now in its ninth year on KALE, Portland, Ore., has made Powers Furniture Co. one of the most successful dealers in that city. Featuring different items each day, tieing in with double-page newspaper spreads, is the success formula.

90% GOES TO RADIO. April 21, 1941, p. 41. Bell Clothing Co. of Tulsa, Okla., has realized a 60% return from out of town business since it went on the air seven years ago on KVOO, Tulsa. 90% of its advertising budget has since been devoted to radio.

THEIR FAITH IN RADIO PAID. *By Will Russell*, Will Russell & Co., San Francisco. May 12, 1941, p. 58. The Albert S. Samuels Co., jewelers of Oakland, wanted a program that would sell diamonds. They started a man-on-the-street from local hotel, emphasizing the love angle. For 13 weeks the program on KSFO, San Francisco accomplished absolutely nothing. Then the formula began to "take" and within another month sales were up 46%.

FURNITURE STORE'S DREAMS COME TRUE. *By Maury Nee*, advertising director, P. J. Nee Co., Washington, D. C. May 19, 1941, p. 28. Three years ago Dermot Nee, operating a furniture store that has been a leading figure in the Washington mart for 60 years, had a radio inspiration, which led him to the first big P. J. Nee radio program. That in turn led to a bigger and better series, *Dreams Come True*, and when the business volume showed greater and greater increases, they upped their radio budget. It now tops all other media used.

CLIPPER CRAFT BUILDING ON RADIO. Aug. 11, 1941, p. 23. Trimount Clothing Co., Boston, originator of the Clipper Craft Plan whereby individual stores meet the competition of the chains, tried radio on six eastern stations in the fall of 1940. It clicked so well that the company has successively expanded to a network of 63 NBC-Blue stations and spots on 15 stations.

THRIFTEE MAKES SOME MONEY. *By Bert A. Phillips*, United Advertising Agency, Los Angeles. October 13, 1941, p. 52. Thriftee Outlet Co., Los Angeles clothing store, finds itself hopelessly overstocked. Radio comes to the rescue with shelf-emptying results. Sponsor has been on the air ever since with more than 17 hours per week of western music plus one-minute transcribed announcements on most local outlets.

THE CONSTANT HAMMERING AWAY. May 26, 1941, p. 37. C. C. Funk & Sons Furniture Store, Bristol, Conn., decided to try radio on WDRC, Hartford, as a means of boosting sales and bringing in new customers from outlying districts. Successes that followed definitely established radio as a permanent part of their advertising budget.

SCHIFF'S SHOES SHIFT TO RADIO. By Robert Wasdon, sales manager, WGKV, Charleston, W. Va. May 18, 1942, p. 45. "Radio can sell", says the manager of Schiff's Super Shoe Market, Charleston, after 30-day trial of 15 spots daily on WGKV, followed by regular use of 5 spots daily.

RADIO INTRODUCES NEW LINE. Aug. 3, 1942, p. 64. The Pep Boys, Los Angeles manufacturers of auto accessories, who use radio extensively in New York, Washington, Philadelphia and the West Coast, extend their merchandising to sale of work clothes, after four years of successful radio advertising.

NEWS MAKES SALES HEADLINES. *By Milton Lewis*, president, Wm. A. Lewis Clothing Co., Chicago. Aug. 31, 1942, p. 27. Skeptical of its ability to pay for a five weekly quarter-hour newscast, Chicago clothier has boosted business volume so that it is largest in firm's history.

COLUMBIA OUTFITTING CO. LIKES RADIO. *By Bernard Sieroty*, president and general manager, Columbia Outfitting Co., San Francisco. Sept. 14, 1942, p. 52. Not experimentation, but consistent pounding away for years with a definite radio advertising policy, brought 2,000% cash return on original investment time and time again. The company keeps radio in its advertising budget as a *must*.

Department Stores

RETAIL ADVANTAGES OF RADIO OUTLINED. Feb. 15, 1938, p. 52. What radio can do for the retailer: Subject discussed before meeting of the sales promotion division of the National Retail Dry Goods Assn., in New York.

SUCCESS WITH SEARS-ROEBUCK. April 1, 1938, p. 48. Yiddish program of newscasts, sponsored by Sears Roebuck of Philadelphia over WDAS, finishes successful first year.

A DEPARTMENT STORE'S HOUR. April 1, 1938, p. 77. Seattle department store gets excellent results on program of music and news over KRSC, featuring daily specials directed primarily to women buyers.

DEPARTMENT STORE EXTENDS CUSTOMER AREA BY PROGRAMS. *By H. Kenneth Taylor*, vice-president, John Taylor Goods Co., Kansas City. June 1, 1938, p. 26. Four years on radio adds new customers from 122 additional counties for Kansas City company using KMBC. Series features a personal service shopper with dramatic background.

DEPARTMENT STORE USES NOVELTIES IN COOKERY PROGRAM. April 1, 1939, p. 84. Cooking school sponsored by Syracuse department store over WSYR so successful that a similar school started for its Rochester store over WHEC.

DEPARTMENT STORE'S SUCCESS. *By William R. Duchane*, advertising manager, W. D. Hardy Co., Mukegon, Mich. April 1, 1939, p. 84. Department store executive tells of success using different types of program and offers a common success formula for them all.

SIX YEARS WITH THE KIDDIES. July 1, 1939, p. 196. Hazleton, Pa., store completes sixth year of sponsorship of juvenile program over WAZL. Finds many calls for specials announced over the air, while its juvenile clothing department has become the largest in the city.

WHEN DEPARTMENT STORES USE RADIO. By J. P. Heverly. Sept. 1, 1939, p. 40. Article discusses department store uses of radio in all its phases. Points out in general that special programs should be used for each section of the store to induce sales and good-will.

DEPARTMENT STORES RENEW. Oct. 15, 1939, p. 34. Sales manager of KSTP, St. Paul, outlines policy for selling department stores.

RADIO SELLS LUXURY ITEMS. Dec. 1, 1939, p. 22. Radio's ability to sell high-priced merchandise proven when Syracuse firm, using WFBL, shows increase of 60% in Oriental rug sales over a period of one year.

TROPHY FOR CHILDREN'S SERIES. Dec. 15, 1939, p. 28. Higbee Co. of Cleveland, using WHK, after only two months on the air, wins *Cleveland Plain Dealer* 1939 radio poll trophy for sponsoring the year's most popular children's program, *Pinnochio*.

RADIO ENDORSED BY DEPARTMENT STORES. Feb. 1, 1940, p. 20. Hows and whys of radio as an advertising medium for department stores analyzed by "board of experts" before NRDGA, from questions submitted by retailers from all parts of the country.

A RADIO FORMULA FOR DEPARTMENT STORES. *By Joseph Creamer* and *John P. Nell*. Aug. 1, 1940, p. 48. Comprehensive study of radio and the department store analyzes the reasons for failure in the use of radio by some stores and offers them a formula for the successful use of the air waves as an advertising medium.

TALENT FOUNDATION AT WMC. Aug. 15, 1940, p. 104. Program sponsored by Sears - Roebuck over WMC, Memphis, auditions young singers and gives them a chance to appear on the air; has discovered many talented youngsters who sing alone or in groups.

SHERMAN, CLAY'S 'QUESTION AIR'. Nov. 15, 1940, p. 46. Program formula for department stores devised by KROW, Oakland, Cal., includes special promotion backed by the advertising department of the department store.

DEPARTMENT STORE PROMOTES BY AIR. *By Leonard A. Murchison*, merchandising and sales director, H. P. Wasson & Co., Indianapolis. Feb. 10, 1941. p. 24. Indianapolis department store shows how its alert use of radio, coupled with clever merchandising tie-ins, has increased the volume of business of one of the nation's finest fashion-minded stores.

IT'S A GIFT IN CLEVELAND. Feb. 17, 1941, p. 18. Large clothing firm with a variety program of news and music, features a new type of give-away. Using three roulette wheels to determine winners of cash awards, the program, heard first over WCLE, and later transferred to WHK, commands one of the largest daytime audiences in Cleveland.

RADIO FIGURES IN A STORE'S SUCCESS. *By Robert E. Bernhard*, apparel merchandising mgr., Wise-Smith's Department Store, Hartford. May 12, 1941, p. 60. Of course corsets are not always an up-lifting subject. But this store gave the problem serious thought and came up with *Figures in Music*, on WDRC, Hartford, designed for younger patrons of the store. Satisfied customers have given the store tremendous good-will, and of course, success with corsets has done it.

DEPARTMENT STORE PIONEER. By *Bernard Winn*, radio director, E. W. Edwards & Son, Syracuse, N. Y., June 2, 1941, p. 34. E. W. Edwards & Son of Syracuse, after 10 years of successful use of radio with various programs, sees careful planning the formula to success. It recommends a coordination of radio and other media of publicity for best results.

MRS. BLOOM'S BOOM ZOOMS SEARS' SALES. *By P. J. Aylward,* manager, Sears, Roebuck & Co., Columbia, S. C. July 14, 1941, p. 26. When Mrs. Bloom took over for Sears, Roebuck & Co., on WIS, and began describing individual rooms in the home and advising homemakers on decorations, sales boomed. The individual sales that built into large unit sales were amazingly handled by Mrs. Bloom.

A DEPARTMENT STORE BUILT BY RADIO. *By K. K. Hackathorn,* sales manager, WHK-WCLE, Cleveland. Sept. 22, 1941, p. 21. Burt's Inc., Cleveland department store, was a modest little jewelry store a decade ago. Then General Manager L. O. Klivans began using radio on an increasing scale. Gradually radio built the store to its present proportions as one of the city's most thriving businesses.

FILENE SYSTEM SAID TO EDUCATE PUBLIC. Jan. 5, 1942, p. 24. George H. Jaspert, commercial manager of WTAG, Worcester, outlines progress in the new technique used by Filene Department Store, Worcester, and describes the possibilities of radio for other retail establishments.

RADIO AIDS DEPARTMENT STORE. By Harry H. Hoessly, sales and promotion manager, WHKC, Columbus, O. Jan. 12, 1942, p. 35. Columbus retailer successfully publicized its Christmas Toyland department by series of programs on WHKC.

RADIO VITAL TO STORES, SAYS SHUMAKER. Jan. 19, 1942, p. 14. Brooks Shumaker, general manager of the Worcester store of William Filene's Sons Co., reports results of extensive radio sales promotion campaign to sales promotion division of National Retail Dry Goods Assn. at annual convention, Jan. 12-16, 1942.

A DEPARTMENT STORE'S BRIEF DRAMAS. By George Glevis, publicity director, The New Boston Store, Utica, N. Y. Feb. 2, 1942, p. 54. Cooperation of this store with WIBX, in an effective series of five-minute dramas, rather than the old advertising technique of bombastic spot announcements, brought surprising results.

DEPARTMENT STORE ANSWERS WOMEN'S QUESTIONS BY RADIO. By I. A. Hirschmann, sales promotion manager, Bloomingdale's, New York. May 18, 1942, p. 67. A metropolitan department store finds radio a timely medium in wartime.

BOLSTERING SALES BOOSTING MORALE. By Lloyd H. Rosenblum, advertising manager, Rosenblum's Inc., Cleveland. May 18, 1942, p. 71. Collaboration of Rosenblum's Department Store, advertising agency and WHK-WCLE, Cleveland, resulted in creation of a broadcast of what goes on behind the war scene in plants, stores, schools, theaters and recreation centers. The series went over big, won customers.

GERBER GOES FOR NEWS IN A BIG WAY. June 8, 1942, p. 20. "We believe that 'tops' in merchandising which is retailing news coupled with 'tops' in news is the best association over the radio that can be obtained for radio distribution" says Benjamin R. Michael, president, John Gerber Co., Memphis, who went all out for radio, to publicize the department store.

DEPARTMENT STORE'S ONE-YEAR TEST. Aug. 10, 1942, p. 49. J. N. Adam & Co., Buffalo, get long range results as well as immediate returns from planned program aimed at recognition and goodwill.

STORE MEETS HALF OF CLIENTELE DAILY. By E. M. Stuart, sales and publicity director, Broadway Department Store, Los Angeles. Sept. 28, 1942, p. 20. Continuing audience surveys lead this store to claim for its news program on KHJ, Los Angeles, that more So. California residents listen from 10:15 a.m. one day to 3:45 p.m. the following day, than to any other program, local or network. Radio advertising enables the store to talk with more than half its customers daily.

DEPARTMENT STORE SERIES STARTED ON COOPERATIVE BASIS. Oct. 26, 1942, p. 54. A 'radio first' on two counts: Sales-resistant retailers decided to use radio advertising, and the seven competitive department stores sponsor the same program on KQW, San Francisco-San Jose.

SALES SECRETS OF A DEPARTMENT STORE. By Walter T. Grosscup, executive vice-president, Lit Brothers. Dept. Store, Philadelphia. Dec. 7, 1942, p. 11. Successful in its use of radio where others have failed, Lit Brothers' radio experience is condensed into a few simple principles and tips for effective selling.

(*Continued on page 250*)

To reach Southern California

☆ *Most rapidly growing market in the West!*

use KMPC, Los Angeles

☆ *Most powerful independent in the West!*

Now!
10,000 Watts
(DIRECTIONAL)
Most Powerful Independent in the West
KMPC

War industries, plus natural attractions, have brought a tremendous population increase to Southern California (population of Los Angeles county alone is now more than 3,000,000 as against 2,785,643 in 1940). KMPC, beaming more than 38,000 watts by directional transmitting over all of Southern California, gives you unsurpassed coverage of this rich market at minimum cost. KMPC is third in power of all Los Angeles stations, but is only *fifth* in cost!

☆ KMPC 710 KC ★ Clear Channel

G. A. RICHARDS, *President*
ROBERT O. REYNOLDS,
Vice-Pres. and General Manager

Under same management as WJR, "The Goodwill Station", Detroit and WGAR, "Cleveland's Friendly Station", Cleveland.

PAUL H. RAYMER CO.,
National Representatives

Success Stories: The Effective Use of Radio

(Continued from page 249)

Drugs and Toilet Goods

FROM CELLAR TO COUNTER WITH MASON'S. *By Jack Part*, advertising manager, Mason Remedies Ltd. Jan. 15, 1938, p. 38. In the space of three short years "Mason's 49," a cough remedy, rose from a Canadian basement to the counters of both Canada and the United States, primarily through broadcast advertising.

THE MINUTES OF MINIT-RUB'S DEBUT. *By Joseph M. Allen*, advertising manager, Bristol-Myers. Sept. 1, 1938, p. 22. Bristol-Myers had a new product, a counter-irritant, decided to move it by radio alone. Result: Sales boomed from 0 to 2,800 dozen tubes a month in little over a year.

THEY LISTEN IN THE MORNING. *By George Schneider*, radio director, Gerst Adv. Agency, Cleveland. Sept. 1. 1938, p. 54. Ohio's largest drug chain tried something new: A prize contest on a 7 a. m. program. Winners were those who were first to phone in the correct answers to a mystery tune. Prizes were gone after two minutes, and over 500 people called in. They're still doing it.

SALES SUCCESS OF CHAIN DRUG STORES. *By Walter J. Neff*, president, Neff-Rogow Inc., Advertising, New York. Aug. 15, 1939, p. 18. Liggett Drug chain found Phil Cook's *Morning Almanac* brought results plus. No store in the New York area showed in the red after it started using radio. Items mentioned only once sold from three to ten times the normal amount.

PEOPLES STORES GO TO THE PEOPLE. *By A. L. Merrill*, radio advertising manager, Peoples Drug Stores Inc., Washington, D. C. Aug. 15, 1939, p. 18. Peoples has made a very unique use of radio. In its largest Washington store, it has its own studio whence many nation-wide broadcasts have originated, celebrities interviewed, and recordings played. All day, loudspeakers in the store rebroadcast the best programs of the hour. The public have come to know station "PDS" and associate it with all Peoples Drug Stores. In other cities Peoples has used local stations with great satisfaction.

ALKA-SELTZER TAKES THE AIR. *By Walter A. Wade*, Wade Adv. Agency, Chicago. Sept. 1, 1939. p. 58. Miles Laboratories, Elkhart, Ind., thought it had a good product to sell. The best way to let the nation know of it was via the radio. Today, a product never heard of in 1931 has become a household word.

AWAKENING BOSTON'S DRUGGISTS. *By J. Bain Thompson*, Division of Drug Merchandising, WEEI, Boston. Oct. 15, 1939, p. 30. Boston's druggists were reluctant at first to use radio. After some persuasion, they went on the air with *Your Neighborhood Druggist Calling* and not only have they seen intangible results in the good-will created, but tangibly in the general increase in sales.

RADIO PROMOTION PROVIDES AID TO RETAIL DRUGGISTS. Nov. 1, 1939, p. 28. Methods by which radio can cooperate with druggists to promote products.

CAMPANA'S TEN SUCCESSFUL RADIO YEARS. *By Paul Brines*, Jan. 1, 1940, p. 20. Ten years of radio advertising have done much for Campana. Its market has increased, its sales have soared to undreamed of heights; but more than that, radio sales helped build its ultra modern all-glass factory at Batavia, Ill.

COAST DRUGGISTS TURNING TO SPOT. May 1, 1940, p. 22. The diffidence with which drug chains viewed radio has almost entirely disappeared as evidenced by Pacific Coast chains who are becoming increasingly larger users of the medium for their advertising.

150
MILLION
DOLLAR
MARKET

NEW HAVEN
THE *Ideal* TEST CITY

New Haven presents the national advertiser a balance of peace and wartime industries now operating at a maximum as reflected by record-breaking annual retail sales of $150,000,000 and payrolls exceeding $30,000,000.

Now and after the war, WELI offers the national buyer a proven advertising medium, highly esteemed in its primary area of 247,000 radio homes by virtue of its Blue Network, local programming, showmanship and merchandising features.

For maximum coverage at economical rates in an IDEAL TEST MARKET, it is WELI. Ask James T. Milne, manager, for proof.

WELI

Member of
BLUE NETWORK
ATLANTIC COAST NETWORK
CONNECTICUT BROADCASTING SYSTEM

"New Haven's Own Station"

960 KC • 1000 Watts

GROCER, DRUGGIST PREFERENCE FOUND FOR USE OF RADIO. July 15, 1940, p. 22. Survey shows that retail grocers and druggists in Kansas regard radio as the most effective national advertising medium for their products.

LISTENERS FOUND BUYERS OF GOODS PROMOTED ON AIR. Aug. 15, 1940, p. 66. Telephone survey, using Winchell's Jergens program as guinea pig, finds that listeners definitely buy products they hear advertised on the air, and the more they listen the more they buy.

CUNNINGHAM TURNS TO RADIO. *By Ivan Frankel*, radio director, Simons-Michelson Co., Detroit. Oct. 15, 1940, p. 82. Cunningham Drug Co., Inc., Michigan drug chain, using 124 5-minute newscasts every week, becomes a household word and increases its ten million dollar annual sales over 8%.

SUCCESS SECRETS OF COLONIAL DAMES. *By Grace Glasser*, president, Glasser-Gailey & Co., Los Angeles. Dec. 15, 1940, p. 22. Success of Pacific Coast cosmetic firm's program heard over seven-station CBS-Pacific network proves that network shows can be inexpensive and unpretentious yet hold as large an audience as the larger national shows on same hookup.

CASH FROM CAMERAS. Feb. 17, 1941, p. 8. Muncie, Ind., Drug dealer, using a weekly program built around material furnished by manufacturers and local events interesting to camera fans on WLBC, finds sales in photographic supplies up over $10,000 in 1940.

NEWS BOOSTS SALES. March 24, 1941, p. 43. Detroit's Cunningham Drug Stores was so satisfied with its radio *News Ace* feature, that it renewed the program over five stations in the Detroit area calling for 123 newscasts weekly.

THEY BUY CHA-GOBE IN HARTFORD. *By E. S. Churchill*, sales mgr., Cha-Gobe Co., Hartford. September 29, 1941, p. 73. Test of street program on WTHT, that city, convinced nasal filters manufacturer that radio was the best medium for instantaneous results.

DRUG PLAN SUCCESSFUL. March 2, 1942, p. 20. Working closely with the Alabama Pharmaceutical Assn. WSGN, Birmingham, reports extraordinary results for its "drug plan" consisting of four quarter-hour weekly broadcasts and a bulletin published for members of the drug association.

DRUG TRADE COOPERATES WITH MILES. *By Oliver B. Capelle*, sales promotion manager, Miles Labs. Inc., Elkhart, Ind. March 2, 1942, p. 20. The manufacturers of Alka-Seltzer and One-A-Day vitamin tablets achieve success in radio advertising by appeal to the entire population, by developing remote regions, by presenting programs the majority like, and by honest claims for their products.

MILES DISC SERIES BRINGS SALES GAIN. March 16, 1942, p. 14. Miles Labs., Elkhart, Ind., sponsors of *Lum 'n' Abner*, renewing the series, reports sales of Alka-Seltzer in Keystone counties, where the programs are aired, to be up 28% over counties beyond range of stations used.

HOOK DRUG STORE CHAIN, AFTER YEAR ON AIR, ENLARGES ITS SCHEDULE. March 30, 1942, p. 43. Successful series of Indiana's largest chain of drug stores, the Hook Drug Co., has resulted in renewal and increased purchase of time.

A SHAMPOO SPONSOR'S DAYTIME SUCCESS. By Myrtle Marrow, president and general manager, Marrow's Inc., Chicago. April 27, 1942, p. 26. Sixteen years of surging sales of Mar-O-Oil demonstrate why this company allots more than 95% of its advertising appropriation to daytime radio.

RADIO SELLS SOME MEDICINE. Aug. 31, 1942, p. 28. Letter of sponsor, Frank Haithcox, Mountain Herb Products Inc., Hickory, N. C., tells of unusual growth of small business and radio advertising with growth of radio station.

Financial & Insurance

A DETROIT BANK'S PRONOUNCED SUCCESS. *By R. M. Meisel*, advertising manager. Industrial Morris Plan Bank, Detroit. Feb. 15, 1938, p. 30. A $10 bill in one bank has as much value as $10 in another bank—it's the extra plus of service that make the difference. To advertise its "plus of service," Morris Plan Bank of Detroit, pioneered a series of educational programs which clicked. Now maintains full time radio director.

BANK'S BUSINESS. March 15, 1938, p. 53. Weekly series devoted exclusively to business news, sponsored by Central National Bank & Trust Co., Des Moines.

WHEN BANKS TURN TO RADIO. July 15, 1938, p. 32. Chicago bank advertising manager gives reasons why banks should use radio freely, with his formula for successful use of the medium.

RADIO PAYS, BANK DISCOVERS. Jan. 15, 1939, p. 24. When a bank's resources grow from two million to over 11 million in 13 years, and that bank has been a radio user over those 13 years, there must be some correlation between the two facts. Greater Louisville First Federal Savings & Loan Assn. gives radio all the credit for its progress.

PROGRAM AT DAWN IS SUCCESSFUL FOR CINCINNATI BANK. March 1, 1939, p. 76. Fifth Third Union Trust Co., of Cincinnati, using WKRC in a 7 to 7:30 a. m. program, advertised personal loan department to working people before they left for work. Fifteen calls at lunch hour day after the first broadcast proved program a success.

Q—SHOULD BANKS USE RADIO? March 1, 1939, p. 76. Yes, says Fort Wayne bank, as quiz program, successful, is sponsored 39 weeks, and checking and savings departments increase in volume.

INSURANCE SERIES WILL GO NATIONAL. Apr. 1, 1939, p. 26. Successful public relations campaign of the Lawton-Byrne-Bruner Agency, St. Louis (insurance) over KSD.

RADIO—A BANK'S FIRST LINE OF OFFENSE. *By C. W. Grove*, president, Second Federal Savings & Loan Assn., Cleveland. May 15, 1939, p. 15. Five years ago, the Second Federal Savings & Loan Assn. of Cleveland started from scratch. After the first year it started using radio, becoming the fourth largest banking institution in the city. Credit is given to WGAR and radio advertising.

A DETROIT BANK SELLS DETROIT. *By R. M. Meisel*, advertising manager, Industrial Morris Plan Bank of Detroit. June 15, 1939, p. 68. Detroit's bank program of unearthing local composers whose songs have become popular, proves big success and builds good will for the bank.

BUSINESS FIRMS OFFER BASIS FOR BANK'S. PROGRAMS. *By Charles C Alsup*, manager KICA, Clovis, N. M. Sept. 1, 1939, p. 56. *Builders of Clovis* program, sponsored by Citizens Bank of Clovis, salutes firms which have done much in the building of that community. It paid not only in good will but in a large number of new accounts.

SAVINGS COUNSEL FOR OKLAHOMA FOLKS. *By Jack E. Berry*, secretary-treasurer, Oklahoma City Federal Savings & Loan Assn. Nov. 1, 1939, p. 19. The fact that their program, *The Home Folks Counselor*, broadcast over WKY, won national prize as one of the best sponsored by a bank in the U. S. in 1938.

TWO SUCCESSFUL FINANCE SHOWS. *By Luther Weaver*, Luther Weaver Associates, Minneapolis-St. Paul. Nov. 1 1939, p. 74. Minnesota bank picks up many new accounts with two novel programs. One, for juveniles, offered free miniature savings bank to parents who came into the bank thus establishing contacts; other offered summer vacation trips in slogan contest.

"IF I GAVE UP ALL BUT ONE MEDIUM." *By Ralph W. Pitman*, president, Morris Plan Bank of Philadelphia. Dec. 1, 1939, p. 34. Mr. Pitman reports radio directly responsible for over half of new customers during 1939, who increased savings 150% and loans 51.7%.

DRAMA IN BANKING. Dec. 1, 1939, p. 72. WCCO, Minneapolis, inaugurates program built around functions of the Federal Reserve System, dramatizing banking activities.

PRACTICAL BANK ADVERTISING. Dec. 1, 1939, p. 34. Advertising manager of Morris Plan Bank of Detroit thinks continued success of banks advertising on radio assured if programs, time and stations changed periodically in order to reach a greater number of listeners.

HOW A BANK USES BROADCASTS. *By Robert J. Izant*, vice-president, Central National Bank, Cleveland. June 15, 1940, p. 72. Cleveland banker offers some hints on methods that have proven successful in that city.

UNCLE SAM SCANS SAVINGS-LOAN PROGRAM. Nov. 1, 1940, p. 48. Analysis by Federal Home Loan Bank Board shows that savings and loan companies must acquaint the public with the services they render and each year they are spending larger sums on radio advertising for this purpose.

LOAN FIRM ON SIX DAYS A WEEK. Jan. 13, 1941, p. 32. Minnesota Federal Savings & Loan Assn., Minneapolis and St. Paul, on the air every day but Saturday with two programs over WTCN and WLOL, using a minimum of time for commercials, traces 243 new accounts directly to radio during the past 12 months.

INSURER'S SUCCESS. March 3, 1941, p. 28. Employers Casualty Co., of Dallas, Texas, has been on the air for six years. In that time their annual premium income has grown from less than one million to over three million. Figure it out for yourself.

MORRIS PLAN'S SPELLING BEE. July 14, 1941, p. 51. For three successive years Morris Plan in Fort Wayne has been sponsoring a county-wide spelling bee that is rapidly becoming a tradition. The station, WGL, and the sponsor have donated a plaque to rotate to the winning school each year.

AUTO LOAN BUSINESS UP 150%. July 21, 1941, p. 36. As a result of this remarkable success over WCSC, Charleston, S. C., the Citizen & Southern Bank is planning to extend its radio activities to its Columbia and Spartanburg, S. C. branches.

A BANK'S QUIZ SUCCESSFUL. September 1, 1941, p. 49. Firestone Park Trust & Savings Bank of Akron, O., tried a quiz program, titled *Was I Right?* on WAKR in that city, and got good results. Two teams made up of prominent citizens of Akron, participated on each broadcast.

SOME TIPS TO BANK SPONSORS. November 3, 1941, p. 26. Dominant financial program preference is for spot announcement, according to an analysis of radio advertising based on a canvas of 795 stations and experience of 688 bank sponsors.

LOANS STIMULATED BY RADIO. Aug. 31, 1942, p. 49. Installment loan business increased by Security-First National Bank, Los Angeles, through consistent use of spot announcements on 11 California radio stations, despite war curtailments.

FROM OKLAHOMA TO 46 OTHER STATES. By Louis W. Grant, president, Home Federal Savings & Loan Assn. of Tulsa. Sept. 28, 1942, p. 18. Experimenting with radio boosted business from one county to 77 Oklahoma communities outside Tulsa and to 46 other states besides.

Foods and Beverages

DR. PEPPER BEGINS ITS FOURTH SEASON. March 15, 1938, p. 20. Dallas beverage company begins fourth season on special Dixie Network, with its *Pepper Uppers*, which has been one of the most successful commercials in radio history.

SELLING WATER AT FLOOD TIME. *By Harry W. Witt*, CBS Southern California sales manager, Hollywood. April 1, 1938, p. 40. So successful was the selling campaign of California Consolidated Water Co. during floods that it started regular daily commercials over KNX, Hollywood, for a 52-week period.

CREAM OF THE MEDIUM CROP. *By R. W. Byrne*, account executive, Campbell-Ewald Co., San Francisco. Apr. 15, 1938, p. 52. Born in the height of the depression, Marin Dairymen's Milk Co., using KFRC, San Francisco, has become a leading milk distributor in that city, and its weekly program, *The Marin-Dell Amateur Hour*, has the highest ranking of any locally produced program in that area.

CONTEST FOR WOMEN'S CLUBS. May 1, 1938, p. 25. Social groups compete for cash prizes in series sponsored by Atlanta A&P stores over WATL.

THE REGIONAL SUCCESS OF S&W FOOD. *By Emil Brisacher*, Emil Brisacher & Staff, San Francisco. May 1, 1938, p. 30. Can a regional advertiser create a program that will vie in popularity with the large transcontinental competition? S&W Fine Foods has proved it can be done with its *I Want a Divorce*, which has rapidly become one of the leading programs on the Coast.

WHEN THE MARINES TELL ABOUT 7-UP. *By Grace Glasser*, president, Glasser Advertising Agency, Los Angeles. June 1, 1938, p. 14. So successful has their program, *The Marines Tell It To You* been, and so great the demand for the product as a result, that 7-Up Bottling Co. of Los Angeles is doubling its plant capacity to meet this radio-made demand.

MRS. TUCKER'S SHORTENING, Sept. 15, 1938, p. 28. Interstate Cotton Oil Refining Co., Sherman, Tex., used several media to advertise its Silver anniversary. Radio, it found, proved the most successful by far, as seen by the results of various contests held as part of its advertising scheme for the event.

AN A. M. CUSTOMER GETTER. March 1, 1939, p. 74. *Bargain Hunter* program over KDYL, Salt Lake City, has proved a morning customer-getter by interviewing shoppers at the Grand Central Super Market, sponsors of the program. Prizes in merchandise are offered while placards throughout the store remind customers of the broadcast.

BAKERY PRESENTS NEW BRAND, USING SPOT RADIO ALONE. *By Wayne Varnum*, Iowa Broadcasting Company. March 15, 1939, p. 34. Zinsmaster Bread Co., of Des Moines, had a new name to put on the bread market. Using KSO and KRNT, it worked on the theory that if the housewife heard the name enough times it would become fixed in her mind.

A BREATH TAKER. March 15, 1939, p. 55. Houston food store chain using KPRC sells items successfully by announcing daily specials plus one super "breathtaking special."

RADIO AT THE POINT OF SALE. *By Paul C. Brines*. March 15, 1939, p. 56. *Feature Foods* on WLS, Chicago, not only advertises different companies' products but maintains a crew who makes contacts with the customers and supplies additional merchandising information for their clients. Personal interviews, speeches to women's clubs and the like give the program a more personal touch.

BORDEN'S SUCCESS ON PACIFIC COAST CREDITED TO RADIO. May 1, 1939, p. 70. On the air since 1937, Borden's has become the largest user of locally-produced radio programs in the West, using news programs featuring a local angle. Displays in stores and on trucks help keep name before the public.

WEST COAST TAKES TO CHEESE. *By Edith Abbott*, Botsford, Constantine & Gardner, San Francisco, June 15, 1939, p. 65. Tillamook Cheese, a West Coast company, ventured into radio rather timidly, but when 3,000 cheese graters with proof of purchase of 2 lbs. of cheese were sold, it was convinced.

CANADA DRY STORY OF SALES INCREASE NARRATED BY NBC. Aug. 1, 1939, p. 26. Steadily mounting business while general grocery sales index was declining traced directly to its quiz program.

CALISTHENIC PROGRAM GETS CHICAGO SPONSOR, OTHERS EXPECTED SOON. Nov. 1, 1939, p. 32. Chicago creamery takes over sponsorship of former sustaining program which had been highly successful—a daily calisthenic series over WGN.

A DAIRY BOOSTS ITS SALES. *By Gordon Daline*, Olmsted-Hewitt Adv. Agency, Minneapolis. Nov. 1, 1939, p. 50. When dairies of the Twin Cities discontinued advertising on a cooperative basis, Ohleen Dairy of Minneapolis found a new formula in advertising over WCCO with a program appealing to women; its products have been climbing consistently ever since.

PERKO, NEW CEREAL, DEBUTS VIA RADIO. Nov. 1, 1939, p. 58. After only one month on the air, Minneapolis company highly pleased with sales results obtained through advertising its new product over North Central Broadcasting Systems.

KROGER DISCOVERS HEARTS ARE TRUMPS. *By Helen Kennedy*, assistant in charge of radio to A. E. Johnston, advertising director, Kroger Grocery & Baking Co. Nov. 15, 1939, p. 21. Coffee company finds programs directed to women's heartstrings sells dated coffee in big way.

(*Continued on page 252*)

RADIO'S BIG NEWS-NAME OF THE YEAR!

NOW ON 180 MUTUAL STATIONS

FULTON LEWIS JR.

Available for Sponsorship in Your City

All over America they're hearing and talking about Fulton Lewis, Jr. . . . an outstanding feature that means RESULTS for any sponsor (sponsored on 121 stations by 63 advertisers). You can sell him at your one time quarter hour rate per week. Wire, phone or write WM. B. DOLPH, WOL, WASH., D. C.

ORIGINATING FROM WOL WASHINGTON, D. C.

Affiliated with the MUTUAL BROADCASTING SYSTEM

in WASHINGTON *it's* WOL

FOR QUICK, LOW COST RESULTS!

IN THE SPOTLIGHT 24 HOURS A DAY

WOL Audience Leads Nation in Family Income

Get The Facts from WOL, Washington, D. C.

Affiliated with MUTUAL BROADCASTING SYSTEM

SPOT SALES, INC.—Natl. Rep.—New York, Chicago, San Francisco

Success Stories: The Effective Use of Radio

(Continued from page 251)

RETAILERS REVEAL RADIO PREFERENCE. Dec. 1, 1939, p. 41. Survey in New York metropolitan area shows retail grocers and middlemen prefer radio as the best means of advertising grocery store products.

A DAIRY OPENS THE DOOR. *By Frederic W. Ziv*, Frederic W. Ziv, Advertising, Cincinnati. Jan. 15, 1940, p. 42. Following up the tremendous demand for copies of the daily script of *Secret Diary*, French-Baur Dairy Co., Cincinnati, found that by delivering them in person it sold its product to 75% of all homes contacted, and many of these have become steady customers.

LITTLE BUDGET, BIG RESULTS. *By Ed. S. Stokes*, president, Stokes Canning Co., Denver. Jan. 15, 1940, p. 78. Small advertiser with limited budget puts his money in radio program and sales rocket to 16¾% over any peak in last 29 years.

DOLE RADIO DRIVE PROVES A SUCCESS. Mar. 15, 1940, p. 30. Sponsors of Al Pearce show (Dole Pineapple) discover its first use of the air medium more than fulfilled expectations.

DAIRYMAN'S DREAM COMES TRUE. *By Harold S. Kahm.* Apr. 15, 1940, p. 87. Quiz for parents on child-raising brings women to plant for broadcast and entertainment. Program undertaken by firm as an experiment in radio proves big success.

BREAD AND THE REDUCING DIET. *By William H. Horsley*, president, Pacific National Advertising Agency, Seattle. May 15, 1940, p. 78. Seattle bread firm conducts health club over KOMO, and sells bread to ladies who want to reduce.

TEASER CAMPAIGN FOR COFFEE CAN. May 15, 1940, p. 78. Des Moines coffee firm precedes appearance of new product with announcements which at no time mentioned the name of the product—merely informs public to be on the watch for it.

SUCCESS FORMULA. Aug. 1, 1940, p. 151. Prize-winning formula in Tacoma advertising contests over KVI has mixture of ingredients: sound "selling" copy, good station and consistent schedule, persistently maintained.

HOLLYWOOD GOSSIP SELLS FOR SUNKIST. Aug. 15, 1940, p. 100. Hedda Hopper's Hollywood gossip sells oranges and lemons and brings 52-week contract from 13-week trial by California Fruit Growers Exchange.

ADVERTISING AND AMERICANISM. Oct. 1, 1940, p. 63. Timely topic stressing the American peoples' freedom to choose as they please, used on Borden program (milk), finds an interested public and gets enthusiastic reception.

GROCER, DRUGGIST PREFERENCE FOUND FOR USE OF RADIO. July 15, 1940, p. 22. Group of surveys by Prof. Summers, of Kansas State College, show Kansas retail grocers and druggists regard radio as the most effective national advertising medium for its products.

STALE BREAD PROBLEM SOLVED. *By Charles Quimby*, advertising manager, Quimby Baking Co., Uhrichsville, O. July 15, 1940, p. 26. Bread company has problem with bread which could not be sold; talk it over with WWVA, Wheeling, which suggests program featuring male singer, and contest. P. S.: No more stale bread.

HAPPY BAKERS. March 3, 1941, p. 44. Bakers of Mankato, Minn., were in a dilemma. Bread sales kept falling. What to do about it? They appealed to KYSM who arranged an audience-participating quiz program. Bread wrappers started to pour in. Sales boomed and the bakers are again happy.

WHEN RADIO SUPPORTS THE STAFF OF LIFE. *By Milton Peterson*, general manager, Peter Pan Bakeries. March 3, 1941, p. 11. Here's one company which is firmly convinced that a well-established program can challenge any other medium in the field of quick response to direct-action-new-product selling. They have been using a plain folksy story called *Toby and Susie* which has a large established audience—and those listeners buy bread!

S. & F TALKS OVER ITS SOARING TURNOVER. *By Tom Paul*, advertising manager, Smart & Final Co., Los Angeles. March 17, 1941. p. 11. The smart thing to do, S & F, West Coast wholesale house decided, was to let radio sell its groceries. They bought a piece of reasonable radio time on KFAB, Los Angeles, and sat back to see what would happen. It happened, and S & F came back for more with *Johnny Murray Talks It Over* on KFI. Well, 27,000 sets of silver and three carloads of glassware as premiums tell the story pretty well.

NOTHING BUT RADIO. Dec. 1, 1940, p. 26. Chico, Cal., grocery firm persuaded by KHSL to place its entire advertising budget for air time, finds an increase of 32% in it sbusiness within a few weeks.

IT'S SAFETY FIRST. Dec. 15, 1940. p. 85. Safety program, sponsored by Fort Wayne bakery over WGL, not only benefits the citizens of that community but brings increased bread sales for the firm.

TURKEYS GOBBLED. Dec. 15, 1940, p. 69. Turkey farm using KROW, Oakland, exclusively, doubled its business in 1940 over the previous year.

THE SALES OF BREAD AND CAKE RISING. April 14, 1941, p. 44. When Continental Baking Co., started to take its *Your Marriage Club*, on the road it played to an average of 5000 people a show. To get into the show, each person had to go to its Wonder Bread dealer to get a ticket. That killed two birds with one stone. It brought good will and sold the bread. Perfect combination.

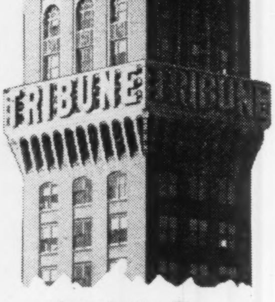
STORY OF PRESSURE. May 5, 1941, p. 46. A Des Moines company had a new product to market and realized it would be tough to put over. They turned to KRNT, that city, and within a month sales quadrupled.

IT SELLS AND IT CREATES GOODWILL. *By Robert J. Davis*, vice president, Brisacher, Davis & Staff, Los Angeles-San Francisco. June 2, 1941, p. 18. It was an old problem with the farmer. Middleman expenses. A cooperative group on the West Coast decided to use radio to try to beat it. They put on *The American Challenge.* Today it carries the load of acquainting housewives on the Coast with their fresh products. Increased business reflects the results.

SPOTS MOVED THE APPLES. June 30, 1941, p. 24. An intensive three-a-day schedule of spot announcements on 25 stations resulted in the disposal of a Washington State bumper crop of what might have been a total loss due to the closing of export markets in warring countries.

MORE THAN A KRAFTY FOOT IN THE DOOR. *By John H. Platt*, advertising director, Kraft Cheese Co., Chicago. July 14, 1941, p. 11. Eight years of continuous sponsorship by Kraft has made sales history for the company. From the first two-hour network show on NBC in 1933 to the present *Kraft Music Hall*, Kraft has shot its sales messages to the public in a concentrated and successful form.

BEHIND THE STROH CURTAIN. *By Arden Yinkey*, Zimmer-Keller, Detroit. July 21, 1941, p. 34. Quality musical program featuring 36-piece all-string orchestra, did a fine merchandising job for Stroh Brewery Co. of Detroit. The half-hour evening show was presented before capacity audiences in and around the city. Station used was WJR.



1000 WATTS FULL TIME • KLX MEMO • 910 KILOCYCLES

KLX THE TRIBUNE STATION in Metropolitan Oakland

85% increase in KLX business within 3 months. Agencies are following the trend by switching from the more costly stations to KLX with its lower cost per listener.

90% more special events than any other Oakland station. Recently KLX broadcast 20 remote programs in one day. A common KLX occurrence is an exclusive broadcast of a Ship Launching, an Army-Navy "E" Award Ceremony, a Hospitality House Show, a State Guard Celebration, or interviews with heroes returning from the war zones.

450 listeners responded to a single request made on a KLX Sports Program which offered a dog for adoption.

1ST in a comprehensive 60-city analysis, Oakland was rated as the top-ranking test market on the Pacific Coast (3rd in the United States) KLX serves Metropolitan Oakland which has a 25% increase in population since 1941.

61.53% of the audience among stations located in Metropolitan Oakland and, in the entire San Francisco Bay Area, KLX rates first among independents, according to recent surveys.

1,295 books sold for one account during December.

In Metropolitan Oakland, KLX has exclusive on Associated Press News and World Broadcasting System.

19th, 20th, 21st Floors
Tribune Tower
Oakland, California
•
San Francisco Office
307 Monadnock Bldg.
•
KLX centers the dial at 910

General Manager... ADRIEL FRIED
National Representative... JOSEPH HERSHEY McGILLVRA

A BUCK FOR A BOX—THE MILLER METHOD. *By J. J. Werner*, sales and advertising director, Miller Cereal Mills Co., Omaha. July 28, 1941, p. 22. Starting from scratch, Miller successfully introduced a muffin mix by radio and then followed up with a hit program that paid a buck for each of the sponsor's box tops found in the home of housewives called during the show.

SELLERS OF SALES. September 29, 1941, p. 38. *Adelaide Hawley*, editor of WABC's Woman's Page of the Air, makes good use of her knowledge of the housewife's problems in her broadcasts for the New York State Bureau of Milk Publicity and the Krug Baking Co. Both sponsors have had remarkable response in the New York area.

TILLAMOOK GETS $10.90 FOR EVERY $1. *By David M. Botsford*, president, Botsford, Constantine & Gardner, Portland, Ore. October 13, 1941, p. 18. Tillamook County Creamery Assn. of Portland, Ore., has found its weekly 15-minute Coast regional network program an effective and profitable low-cost advertising medium.

SELLERS OF SALES. R. C. Williams Co., New York, distributors of Royal Scarlet brands (food products), were determined to put Royal Scarlet brand name back in the public mind. Radio was tried so successfully that within four months the Williams Co. had expanded its radio time threefold. October 13, 1941, p. 53.

A LIVESTOCK MARKET PROSPERS. October 20, 1941, p. 33. North Portland Livestock Market News and Educational Foundation, Portland, Ore., started a daily noon quarter-hour livestock market commentary on KEX, that city, resulting in increased business for the market. Estimated daily listening audience is 250,000.

SUCCESS FOR SUPER MARKET. October 27, 1941, p. 40. *Charles Crouch*, vice-president of Super Market Institute and manager of 22 Lucky Stores in Northern California, tells of the Lucky Stores' radio success on KGO, Oakland. Super Markets Institute Convention in Philadelphia was so impressed that many Super Market operators planned similar promotional tieups.

NATION HAS ANOTHER CUP OF COFFEE. *By Michael A. Raymond*, account executive, Buchanan & Co., New York. March 9, 1942, p. 14. Extensive merchandising program conducted by stations in different sections of the country in cooperation with the Pan-American Coffee Bureau of New York has resulted in a "coffee-conscious" nation. Screen announcements, direct mail, special events, broadcasts, spot announcements and other media were used.

RADIO PEDDLES THE GROCERIES. *By A. L. Moragne*, merchandising service manager, Robert Orr & Co., Nashville. May 11, 1942, p. 106. Hermitage food products' sales boom with radio publicity.

FARM CO-OP UPSETS AN OLD THEORY. *By Fred W. Meyer*, president and manager, Michigan Milk Producers Assn. June 8, 1942, p. 22. Michigan milk consumption took a "noticeable upturn" after dairy farmers of the local area used WWJ, Detroit, to tell the story of the dairy farmer and the Michigan Milk Producers Assn. through *Cream of the News* programs.

WOMAN COLUMNIST USED SUCCESSFULLY BY NEW YORK FIRM. *By Walter B. Bruce*, advertising manager, H. C. Bohack Co., New York. June 8, 1942, p. 46. Sales of Tenderay beef advertised on Mary Margaret McBride's broadcast were up 29% over previous year, says this executive of a New York firm.

BRASS RAIL FOR GOOD OLD DAYS. June 29, 1942, p. 41. The Brass Rail restaurant, located in the most competitive restaurant spot in the world, Times Square, New York, experimented with a series of 'memories' programs, *Moment of Memory*, which proved their worth within a few weeks.

TENDERONI SOLVES PRIORITY PROBLEMS. Sept. 7, 1942, p. 12. Heavy advertising and courageous pioneering with a new product when Government priorities removed from the market Van Camp's biggest seller, pork and beans, resulted in a sales record for Tenderoni equal or better than the old pork and beans record.

PET'S FIRST CHOICE. Oct. 19, 1942, p. 58. For the tenth year, Pet Milk Co., St. Louis, renews its CBS contract for *Mary Lee Taylor* and for the seventh its contract for *Saturday Night Serenade*. Firm has increased business 166% since it first started radio advertising.

LITTLE JOYCE'S BIG BOOST. Nov. 9, 1942, p. 32. Popular sales assistant on KROC, Rochester, Minn., is Little Joyce, 'Sonovox' personality who increased sales of Nesbitt Orange drink 31% during a one-month spot campaign.

SPECIAL TECHNIQUE NEEDED IN APPEALS TO LATIN AMERICA. Nov. 9, 1942, p. 41. "Radio used with intelligence is our most important method of communicating goodwill. Used carelessly, it can turn upon its handler", says the United Fruit Co., probably the oldest and largest American firm doing business South of the Rio Grande. Firm tells how radio advertising of North American products can be effective in Latin America.

Housing & House Furnishing

OLDEST PROGRAM OF THEM ALL. Apr. 15, 1938, p. 44. Sachs Quality Furniture, New York, disputes Cities Service claim as the oldest program on the air. Say it preceded by over two years, having gone on the air Nov. 21, 1925.

WHK'S NEW SERIES STIRS REALTY MART IN CLEVELAND AREA. June 1, 1938, p. 47. Novel program describes properties available and advises public to visit them. At same time pamphlets listing all such properties widely distributed.

BOB'S AND JUDY'S COTTAGE. Aug. 1, 1938, p. 18. WAPI, Birmingham, sponsors real estate promotion scheme with a program describing hopes and experiences of a young couple in planning and building a new home.

THE HOUSING BOOM THAT KFPW BUILT. *By Jimmie Barry*, advertising manager, KFPW, Fort Smith, Ark. Aug. 1, 1938, p. 19. A mild boom in the building trades was started when KFPW decided to undertake the building of a model home at its own expense in an effort to educate the public in the problems involved in building a new home. The house was promptly sold, the building trades began to pick up and KFPW has been widely praised.

THE HOUSE GOES TO THE BUYER. Jan. 1, 1939, p. 19. Milwaukee real estate firm broadcasts direct from rooms of "Dream House," describing it and getting visitors' reactions. Over 3,000 people turn out to see the home which was sold within two days.

HOUSE WAS SOLD. Feb. 1, 1939, p. 81. Phoenix realty firm using KTAR sells property valued at $15,000 for a total advertising outlay of $161.25, in two weeks time.

YOUNG AMERICA SELLS THE NORGE LINE. *By George Fulenwider*, sales manager, Southern Bearing & Parts Co., Charlotte, N. C. June 15, 1939, p. 17. Charlotte firm sells Norge refrigerators via WBT by sponsoring children's show. Eliminations held through local civic groups and finalist appear on program, which not only builds sales and dealer acceptance, but holds civic interest and inspires good-will.

THE FHA SENDS AN INVITATION TO SPONSORS. *By George T. Van der Hoef*, Chief, Radio & Motion Picture Section, Federal Housing Authority. Oct. 1, 1939, p. 20. For five years the FHA has used radio in its program of education in home building. Over that period it has backed several types of programs all to the same end. Today, FHA feels that the "log-jam" in housing has been broken and in large measure credits radio for its success.

FOOD SHOW RECORD. Oct. 15, 1940, p. 75. Omaha Food Show, featuring three network shows, brought to Omaha by WOW, breaks all attendance records of the last 35 years.

RADIO-BUILT HOUSE IN CAROLINA. Jan. 20, 1941, p. 12. To educate its audience in the problems of home-making from the ground-breaking to the house-warming, WCSC, Charleston, S. C., sponsors the building of a model home, broadcasting for 15 minutes each day on-the-spot with an informal serial.

BROADCASTS CAN SELL PIANOS. March 31, 1941, p. 34. Various programs the country over have shown that radio can move pianos, says report of National Manufacturers Assn.

THEY ALL KNOW THE WILF BROTHERS. *By Philip Klein*, president, Philip Klein Adv. Agency, Philadelphia. Feb. 24, 1941, p. 16. Philadelphia firm selling floor coverings and venetian blinds, trying radio over WFIL just a year ago, finds a real boom in sales after over 25 years in business. Owner of store broadcasts commercials in person, establishing a closer relationship between store and buyers; sales increases show the public likes the friendly contact.

SELLERS OF SALES. March 10, 1941, p. 24. Since 1928 the Benjamin Moore & Co. (paints) has been on the air with *Betty Moore*, a program setting forth the problems of interior decoration. Betty Moore also conducts a club, the members of which get a free decorating booklet each fall and spring. Since taking the air mail responses have doubled each succeeding year except 1938. In 1928 there was one factory now there are seven.

REALTORS GETTING RESULTS FROM RADIO. *By Samuel J. Henry*, radio director, Vincent Tutching & Assoc. April 7, 1941, p. 18. Homes are a pretty big item to try to move via radio. WJSV, Washington, went out whole hog. They had homes for sale from four to 40 thousand dollars. First week *Homes on Parade* had 3 sponsors, by the 7th week the program was sold out with 15 participating sponsors. One reports nearly $250,000 increase in sales over last year. Proof enough that radio can move large items.

RADIO SAMPLES MERCHANDISE. *By Russell B. Wells*, vice-president, Charles E. Wells Music Co., Denver. May 5, 1941, p. 43. Good-will sells merchandise as well as high pressure salesmanship. So Wells Music Co., Denver, conducts free music classes, a Junior police band and a marimba orchestra, in connection with its *Wells of Music*, on KOA, Denver. Does it work? Well, the company just renewed its 52-week contract.

FIVE SPONSORS WITH ONE IDEA. June 2, 1941, p. 23. Five companies cooperate to give the public information on building to sell homes they have had a hand in building. Although the program is young, many houses have been sold and many rival companies are trying to get time on the program—a good indication that it's going over.

11 HOMES WERE SOLD. June 2, 1941, p. 24. How to sell homes? Here's one formula that worked. An announcement on a popular participating program of the coming of a broadcast remoted from a new home; a one time broadcast of that remote. Result: 11 homes sold.

(*Continued on page 254*)

For Milwaukee

IT'S

WEMP

IN

'43

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C. J. LANPHIER, MANAGER

BLUE NETWORK

Success Stories: The Effective Use of Radio

(Continued from page 253)

A LOCAL'S $50,000 HOUSE. July 14, 1941, p. 24. WJLS, Beckley, W. Va., invited building manufacturers of all types to join in building a cooperative model house on a half-cash, half-time basis. A daily broadcast from the construction site plugging the homes resulted in more business for the participating firms.

HOW RADIO SELLS FURNITURE. July 21, 1941, p. 33. A survey conducted among 2,000 furniture retailers, shows that three-fourths of furniture retailers using radio get satisfactory results.

MRS. BLOOM'S FURNITURE SUCCESS. October 20, 1941, p. 28. Morrison-Neese furniture store, Greensboro, N. C., was having trouble selling its budget line until *Winifred Bradford Bloom* arrived fresh from a successful season at WIS, Columbia, S. C. Mrs. Bloom's informal, artistic morning broadcasts on WBIG, Greensboro, brought the customers in droves and another Bloom boom was created.

A FURNITURE STORE'S EXTRA PUNCH. *By Sol Laderberg*, advertising manager, A. J. Legum Furniture Co., Norfolk. Sept. 14, 1942, p. 49. Radio offer of proprietor to buy War Bonds with money coming in from special sales events brought tremendous returns. Firm is "sold" on radio.

SACHS 20 YEARS OF RADIO. Sept. 28, 1942, p. 49. Investing millions in radio has brought big returns to Sachs. The furniture store celebrated 20 years of continuous radio advertising on most of New York's stations at one time or another.

Lubricants & Fuel

PAINLESS COMMERCIALS TO MARK ATLANTIC REFINING GRID SERIES. *By J. Frank Beatty.* Sept. 15, 1938, p. 15. Atlantic Refining Co. holds school sessions for announcers to teach a uniform method of presenting football games sponsored by the company. Stresses painless commercials.

OIL FIRMS DOMINATE FOOTBALL AS SCHEDULES GET UNDER WAY. Oct. 1, 1938, p. 20. As in the previous year, 1938 football broadcasts will be dominated by oil firms. Largest schedules handled by Atlantic, of Philadelphia, Tidewater, San Francisco, and Humble, of Houston.

ESSO ON THE AIR. Jan. 15, 1939, p. 11. Talking film *News on the Air*, tells the story of the collection, preparation and dissemination of UP news for the *Esso Reporter* broadcasts.

D. L. & W. PREFERS BLUE COAL TO RED INK. *By Bruce Robertson.* Oct. 15, 1939, p. 40. *The Shadow*, sponsored by D. L. & W. (the only producer of Anthracite to use network broadcasting) has aided in gaining for its sponsor tremendous increases in sales, in direct contrast to the general trend in the Anthracite industry.

RADIO AND CANDY SELL GAS. *By Wayne Varnum*, KSO-KRNT, Des Moines. Jan. 15, 1940, p. 44. Candy and gas do mix. To advertise three new gas stations in Des Moines, Hubbel Oil Co. of that city offered, over KSO, a free candy bar to each person in a car purchasing gas. Premium booklets given away at the same time helped create steady customers.

MIDWEST VENTURE SELL OHIO OIL CO. ON RADIO POWER. Jan. 15, 1940, p. 44. Music contest so successful that the original NBC-Blue network has been extended from 5 to 10 stations, reaching from Fort Worth to Chicago.

13 CONSECUTIVE YEARS WITHOUT A CHANGE. *By Elliott McEldowney*, advertising director, Cities Service Co. March 15, 1940, p. 22. For 13 consecutive years, Cities Service, by merchandising good music has built up a tremendous market for its petroleum products. Key to its success lies in its well-rounded merchandising campaign, with a dignified motif predominating.

INTERESTING THE OIL INDUSTRY. June 1, 1940, p. 102. KVOO, Tulsa, gives complete coverage of the International Petroleum Exposition held in that city, in order to interest more petroleum dollars in radio.

ASSOCIATED TO SPEND $250,000 IN 15TH GRID SEASON ON COAST, Sept. 15, 1940, p. 26. Tidewater Associated Oil Co., spends $250,000 to bring 85 Coast games over 70 stations. Promotion drive includes handouts with complete schedules at each of its service stations.

THEY TRIED RADIO. Jan. 13, 1941, p. 20. Des Moines coal company, abandoning all other advertising media for radio—using KSO and KRNT—finds 1940 sales up 20% over the previous year.

THIRTY SECONDS TO GO IN DENVER. Jan. 20, 1941, p. 43. Quiz contest sponsored by Bay Petroleum Corp., over KOA, Denver, calls contestants who have registered at neighborhood stations, by phone and poses question to be answered within thirty seconds. Prizes are in form of credit memo for certain number of gallons of gas. Average of six new customers per day since contest started.

THE NEWS THAT MOVES RICHFIELD'S OIL. *By Robert M. Hixson*, Hixson-O'Donnell Advertising Inc., Los Angeles. Jan. 27, 1941, p. 20. Richfield Oil Corp. of California claims its 15 minute newscast, *Richfield Reporter*, heard six times weekly over Pacific Coast NBC-Red, to be the longest success in the history of network radio. Anyone who has any counter-claims will have to show evidence to better Richfield's record of over 10½ million give-aways since 1932, for each represents a personal call.

THE 700TH 'STANDARD SYMPHONY HOUR'. March 10, 1941, p. 18. For 13 years, the Standard Oil Co. of Cal., has sponsored a symphony hour during which no commercial announcement has been used. Their measuring stick of success is calculated in the volume of good-will that is constantly paying off in dollars and cents.

AN IDEA THAT SUCCEEDED PDQ. *By Chet Crank*, Dana Jones and Chet Crank Inc., Los Angeles. May 5, 1941, p. 34. When the Petrol Corp., Los Angeles, went looking for a radio program they wanted one that would have to be inexpensive and have general public appeal. They went to KFI, Los Angeles, and came up with *PDQ Quiz Court* which was the answer to their prayer—for it merchandised itself and built both good-will and new customers.

Public Utilities and Transportation

BEAUTY TIME IN AKRON—A UTILITY'S SAGA. April 15, 1938, p. 40. Beauty and kilowatts got together in the head of George A. Webber, advertising manager for the Ohio Edison Co., and out came his brainchild, *Reddy Kilowatt—Your Electrical Servant*, which promptly sold 34,000 copies. Then followed a radio series, *Ruth and Reddy* tying in with the book and showing how the mythical Reddy could make women more lovely. Local distributors ran radio contests and gave away electrical appliances, so great was the success of the venture.

GOOD-WILL FOR TRANSIT FIRM. *By Karl B. Mickey*, director of public relations, Cleveland Railway Co. July 15, 1938, p. 26. Cleveland Railway Company, using WHK, satisfied that its program of bringing new names to radio—selected from local talent—has paid by creating extensive good-will.

JOINT GAS SERIES PROVES SUCCESSFUL. Oct. 1, 1938, p. 28. So pleased was the American Gas Assn. with responses to its program, *Mystery Chef*, now finishing its third year, that plans are being made to continue it for a like period in the future. Over 12½ millions of the "Chef's" recipe book had been distributed by local dealers during that period.

HOW RADIO SERVES THE ELECTRIC UTILITIES. *By R. T. Harris*, R. T. Harris Advertising Agency, Salt Lake City. Oct. 15, 1938, p. 19. Survey shows electric utilities on average spent 9.6% of total advertising appropriation on radio; uses a musical program in the mid-morning or evening hours, with spot announcements for special promotions, favors spot for all-around effectiveness and is on the air consistently over a nine months' period each year.

SELLERS OF SALES. April 28, 1941, p. 46. When an advertiser buys radio time for a 30-day trial and the program is still going strong after 5½ years—that's success in any man's language, especially to Chicago & North Western Railroad, sponsor. Surveys show it grows more popular with age.

A UTILITY TELLS ITS STORY. *By Harvey A. Brassard*, Syverson-Kelley Inc., Spokane, Wash. June 15, 1942, p. 62. The Washington Water Power Co. reached a wide audience through its radio series, the *Reddy Kilowatt Kitchen Kwiz* on KFPY, Spokane, and got its message to the public in an entertaining manner.

GOOD MUSIC FOR UTILITY PROGRAMS. *By Richard Oddie*, Radio Timebuyer, McCann-Erickson, San Francisco. Aug. 17, 1942, p. 34. Two-hour evening concert on KYA, San Francisco, sponsored by Pacific Gas & Electric Co., San Francisco, with a minimum of commercials, has proved tremendously successful in building good will and increasing direct sales.

Miscellaneous

WHAT'S KLINGTITE? ASK ANYONE IN THE LOS ANGELES REGION. *By Walter McCreery*, sales manager, Allied Advertising Agencies Inc., Los Angeles. Jan. 15, 1938, p. 22. New product takes the air over Fletcher Wiley's *Housewives Protective League* on KNX, Hollywood, and in the first 15 weeks, sales increase 850%.

WHY ARMCO USES BROADCASTS. *By W. W. Sebald.* Jan. 15, 1938, p. 61. American Rolling Mill Co. proves radio can even "sell" a heavy industry to the public. Commercials on concert series over WLW point out to public advantages of purchasing articles made of stainless steel.

GARDNER NURSERIES USE 300 STATIONS. April 1, 1938, p. 20. Iowa nursery spends over $300,000 using 300 stations to advertise its guaranteed products.

THE 250,000 WOMEN OF WKRC. June 1, 1938, p. 24. Advertisers participating in WKRC's *Economy Kitchen* have chance to display their merchandise and serve their foods at Cincinnati Domestic Arts Guild Headquarters. Lecture follows dinner after which members gives names and addresses of their grocery stores which are later visited by field workers.

THE MUSIC OF SHERMAN CLAY. *By Edward P. Franklin*, assistant manager, KJBS, San Francisco. July 1, 1938, p. 57. Program undertaken as an experiment two years ago, on KJBS, San Francisco, and KQW, San Jose, rated one of Northern California's most successful recorded air shows.

THE LOW-COST WAY TO GET INQUIRIES. *By J. R. Lunke*, James R. Lunke & Associates, Chicago. July 15, 1938, p. 13. Spot radio, if effectively applied, can get inquiries at low cost. Some of the more effective methods discussed.

the "Boss" has gone to War
but we're carrying on

WLAP Lexington, Ky.
Ted Grizzard, Manager

WCMI Ashland, Ky. and Huntington, W. Va.
Warren Davis, Manager
L. D. Newman, Station Director, Huntington

KFAD Amarillo, Texas
Howard Robertson, Mgr.

Gilmore N. Nunn, (in the Army) President

SYRACUSE SPONSOR 16 YEARS ON AIR WITHOUT A BREAK. July 15, 1938, p. 24. Music store uses radio continuously since 1922.

STORY OF MOLLE. Aug. 1, 1938, p. 69, NBC promotion piece shows how sales of Molle shaving cream doubled during the last four years during which radio was used exclusively for national advertising.

PACIFIC MARKETERS TURN TO RADIO. *By Lindsy Spight*, Pacific Coast vice-president, John Blair & Co. Sept. 15, 1938, p. 17. Many new accounts and new prospects loom on the Pacific Coast, raising considerably the amount of spot business in that area for 1939.

COLLEGE PROGRAM DIRECTS APPEAL TO COMMON PEOPLE. Sept. 15, 1938, p. 22. Program over KYW, Philadelphia, *The University of Pennsylvania Question Box*, brings outstanding authorities to radio, having them speak and then querying them through a "common people's spokesman" thereby making available to the average person the benefits of college learning. Subjects discussed vary, no two similar ones following.

RADIO CAMPAIGNS LIFT ICE INDUSTRY OUT OF DOLDRUMS. Oct. 1, 1938, p. 60. NBC brochure shows how the ice industry has made a tremendous comeback since 1935, using radio as the chief medium in its advertising campaigns.

RESTORED TO THEIR FAMILIES. Nov. 15, 1938, p. 28. *Bureau of Missing Persons*, daily 5-minute program, over WWJ, Detroit, has restored 540 persons to their families out of 624 cases handled. Program proves to advertisers and agency men that a five-minute feature can build up a steady listening audience.

HARDWARE FIRM SELLS BY AIR. *By Herbert Lyser*, KSFO, San Francisco. Feb. 1, 1939, p. 81. Pacific Coast hardware company enters ninth year with its *Fishing Fool* program; spends nearly 100% of advertising appropriation for radio, as thousands of fishermen come into store and swell profits.

SUCCESS BY AIR. April 1, 1939, p. 89. Concentration on radio advertising offered as one of principal reasons for the tremendous growth of Philip Morris cigarettes in the past six years.

JOHNSON'S WAX RENEWS AS RADIO BOOSTS SALES, April 15, 1939, p. 58. Firm's radio budget for 1939 tops $800,000 as sponsor's business increases 50% since going on the air in 1935.

AN EARLY MORNING CHECKUP. June 15, 1939, p. 32. WTMJ, Milwaukee, tries to change listening habits in the early morning hours by playing a "gift song" over its 6:00 to 8:30 a.m. program after which representative calls at homes. If anyone in house has heard, and can identify gift song, he is given a midget radio free.

RADIO FOUND TO BE SUPERIOR AS A MEDIUM FOR CIGARETTES. July 15, 1939, p. 27. College survey shows broadcasts far outstrip competing media in return-per-dollar.

A FIGHT WAGER. July 15, 1939, p. 48. Magazine Razor Co. contracts for half-hour period on the air for the Louis-Galento fight and saves $1,912 as broadcast, including preliminary announcements, stays on the air for 45 minutes.

FOOTBALL PLAYER POPULARITY CONTEST. Jan. 1, 1941, p. 55. Fort Worth food market chain conducts popularity contest among local high school football players for KFJZ listeners. Sales slips from markets were used as ballots and 934,007 were cast.

TIP TO ADVERTISERS: THEY LIKE TO LISTEN. *By Robert J. McAndrews*, sales promotion manager, NBC, San Francisco. Sept. 1, 1939, p. 32. Mr. McAndrews points out that radio is the best medium for advertising because unlike other media, it reaches the listener when he is in a relaxed frame of mind and ready to listen.

RED HEART BLENDS INSTITUTIONAL AND SPOT SUCCESSFULLY. Sept. 1, 1939, p. 44. Dog foods firm, starting to use radio with a modest test in Chicago area, goes on a 36-station NBC-Red network plus an expanding spot schedule devoted entirely to the care and feeding of dogs.

A SPOT A DAY. Oct. 15, 1939, p. 67. Altoona firm using one daily 100-word spot announcement over WFBG at noon, gets definite results each day.

FUN WITH FITZPATRICK; AND PROFIT, TOO. *By Paul Brines*. Nov. 1, 1939, p. 38. Chicago firm's program, *Meet The Missus*, over WBBM, backed by the Home Arts Guild of Chicago (Associated Women's Clubs), interviews the housewife and makes her a customer. Firm estimates that it has given over 1½ million premiums to listeners in past three years, as sales have rocketed.

COPY THAT CLICKS—A FRIENDLY APPROACH. *By Frank Baker*, Continuity Editor, WLS, Chicago. Feb. 15, 1940, p. 24. In an era of superlatives, the straightforward and friendly suggestions of a sincere announcer are likely to prove more effective than all sorts of flossy adjectives. Copy that clicks need have a warm approach, not potent verbiage.

A SEASONAL SCHEME OFFERS INCENTIVE TO SMALL STORES. *By Gomer Bath*, assistant manager, WMBD, Peoria. Feb. 15, 1940, p. 44. Peoria station offers schemes to small advertisers during slow radio seasons, to level off somewhat the difference between peak and slack seasons.

A BUSINESS BUILT BY A BOY. April 1, 1940, p. 40. Boy, 16, featured as the "Boy Philosopher," gains tremendous following on KLZ, Denver, and increases business of building supply company.

DEFT COMMERCIALS VIEWED AS KEY TO SELLING VIA AIR. *By Douglas Cronin*, Allied Advertising Agencies, San Francisco. June 1, 1940, p. 16. Straight commercials are dying, but not fast enough. Too many advertisers cling to them and lose much audience appeal.

BROADWAY LISTENS AT SUNRISE. Aug. 1, 1940, p. 128. 6:30 to 7:00 a.m. program survey shows that people do listen early in the morning. Mail response for WABC's *Rising Sun* program for the first day (requested by the sponsors) surpasses the quota allowed by advertisers for whole week!

CITY VS. CITY—A BATTLE OF QUIZZERS. Aug. 15, 1940, p. 99. New type of quiz program perfect for advertisers looking for a high-ranking local show. Audience interest tremendous as groups from rival cities vie with each other over air.

HOW TO CLEAN UP IN CLEANING BUSINESS. *By Walker Gullatt*, general manager, Howard's Cleaners, Hartford. Sept. 15, 1940, p. 19. Man-on-the-street program, sponsored by Hartford cleaners over WDRC, practically doubles business in short time.

FIFTH AVENUE'S CROSS-ROADS. Nov. 1, 1940, p. 46. Program blending village and city items provides formula for successful women's program on WJZ. In two years rises from a commercial nonentity to a gross of more than $10,000 a month.

MAKING THE CLASSICS CLICK. Nov. 15, 1940, p. 32. *Invitation to Learning* series, CBS sustaining program, featuring a discussion of the world's greatest classics by three noted speakers, proves listener interest in intellectual topics as fan mail pours in from every State in the Union.

UNCLE SAM — BIGGEST USER OF RADIO TIME. *By J. Frank Beatty*. Nov. 15, 1940, p. 19. Each day many government-sponsored programs come to listeners over the air. These, surprisingly free from objectionable propaganda, aim to educate Americans in the various functions of the government and many bureau heads attest to the invaluable aid given by radio in successfully carrying out their programs.

AND THEY 'SELL EVERYTHING'. *By Donald E. Finlayson*, WLS, Chicago. Dec. 1, 1940, p. 38. In its 16 years on the air, *WLS National Barn Dance* has played before 900,000 paying visitors, who are but a small fraction of the air audience which has made the program such a tremendous commercial success, in selling everything from food and fences to clothing and medicine.

SUCCESS IN TEXAS. Jan. 20, 1941, p. 47. Sun Bowl Festival, promoted by air, draws many; offer to give away pictures of Sun-Bowl parade draws over 10,000 responses from 17 states and two Canadian Provinces.

SELLERS OF SALES. Feb. 3, 1941, p. 11. When a program averages over 12,000 letters a month, has 23 participating sponsors and an eager waiting list, and has gained a national reputation for the local station involved, it's time to look at the record—especially a record of six years standing. The program is Martin Block's *Make Believe Ballroom*, heard over WNEW, New York.

TOBACCO'S ROAD TO SUCCESSFUL SELLING. *By Edward Codel*, Feb. 24, 1941, p. 13. In 1930, when they first ventured into radio, the name Brown & Williamson was practically unknown to the radio audience. Today, 11 years after, they are one of America's largest radio advertisers and tobacco dealers. Variety programs and strong copy have aided in successful sales.

(Continued on page 256)

Western Nebraska's Dependable
Daytime Station Since 1930

KGNF

Great Plains Broadcasting Company
North Platte, Nebr.
1000 Watts

National Representative: The Walker Company

Success Stories: The Effective Use of Radio

(Continued from page 255)

SELLERS OF SALES. April 14, 1941, p. 22. When the head of a large firm such as American Tobacco Co. takes his hat off to the salesmanship of radio, that's 'nuff said. They've been at it since 1927 and have no regrets.

A WEEKLY BENEFITS BY RADIO. June 23, 1941, p. 26. A unique story of newspaper-radio cooperation. A weekly of Longmont, Col., saw station KFKA, Greeley, 35 miles away, take much of the town's advertising money. Paper owner hit on idea of buying time on radio and giving all his advertisers a free spot. It's worked to both their advantages.

FIGHT BOOSTS SALES. July 7, 1941, p. 8. Gillette Safety Razor Co., Boston, reports that retailers' sales of its items featured on the Louis-Conn fight over MBS, showed a marked increase and that an all-time high for sales of such items will result from the boxing broadcasts.

LARGER CROWDS AT LAKE COMPOUNCE. *By Julian Norton*, manager, Lake Compounce, Bristol, Conn., amusement, Aug. 11, 1941, p. 42. When the amusement park had its second most successful season in 1940 after using radio, small wonder that the contract with WDRC, Hartford, was renewed in 1941 for an extensive schedule of spots, street interviews and recorded programs.

HIGGINS MOVES BOATS OVER THE AIRWAVES. *By George W. Rappleyea*, assistant to president, Higgins Industries Inc., New Orleans. Sept. 1, p. 14. A spot schedule as a sort of a courtesy gesture to WDSU, New Orleans, after Manager Joseph Uhalt had bought a motor boat, brought such pleasing results that Higgins went for two programs. Now, firmly sold on radio, the sponsor is launching its third series to sell the boats.

MR. MEINECKE GETS PERSONAL. Sept. 8, 1941, p. 10. Like most small city retailers, *A. S. Meinecke*, manager of Meinecke Bros. hardware firm, depended on local announcers to merely read his spot radio advertising. Then he evolved a "hello neighbor" policy in which he, himself, transcribed the announcements in his own inimitable style. The personalized approach immediately clicked with the listeners.

PHILADELPHIA LAUNDRY CLEANS UP. October 20, 1941, p. 48. Five month campaign on WIP, Philadelphia, by Manchester Laundry Co. in that city, has increased the customer list by more than 1500. Musical quiz, awarding 10 sets of movie passes for guessing correct titles, was used.

RADIO GIVES MUSICAL SHOW A LIFT. *By Marlo Lewis*, radio director, Blaine-Thompson Co., New York, November 3, 1941, p. 22. Lukewarm reception of "Hellzapoppin'" turns into sensational success overnight when radio is added in promotion of Broadway musical. Survey disclosed that radio brought in thousands of customers who never before spent $3.30 for a ticket to a Broadway show.

TAX BOOK SERIES AGAIN SUCCESSFUL. Jan. 12, 1942, p. 12. Simon & Schuster, New York, publishers, got half a million orders for tax guide book, *Your Income Tax*, after extensive direct sales campaign on 588 stations, one of the largest spot campaigns in radio history.

RADIO IS FOUND SUPERIOR TO OTHER MEDIA. Jan. 19, 1942, p. 20. An extensive survey of the influence of paid forms of advertising upon consumer purchases, made by Kent State U, Kent, O., leads Dr. Harry Dean Wolfe, director of Kent's Bureau of Business Research, to the conclusion that radio is 'overwhelmingly' better as a force to impel sales, than magazine, newspaper and other advertising media.

NEWS BOOM ON WEST COAST. Jan. 26, 1942, p. 14. Firms long resistant to radio advertising are booked for news roundups as new listening interest spurts.

KYW SELLS RADIO TO PHILADELPHIANS. *By Leslie Joy*, general manager, KYW, Philadelphia. Feb. 9, 1942, p. 46. "Radio: Sentinel of Freedom" campaign by KYW utilized an art contest of posters and art interpretations depicting the things that make radio tick.

MAIN RADIO ACCOUNTS SURVIVING PRIORITIES. Feb. 16, 1942, p. 11. Radio's anchor accounts (food, drugs, toilet goods and tobaccos), which comprise 80% of the industry's advertising revenues, are not reducing their air time, according to analysis of basic commodities by BROADCASTING.

IN SUPPORT OF SPOT ANNOUNCEMENTS. *By Harold Bratsberg*, continuity editor, KFPY, Spokane. March 30, 1942, p. 57. Good spots can be, not "sore" spots, but worth their weight in gold, says this writer of spots who has concrete evidence to prove it.

NUMBER OF SPONSORS PER PROGRAM RISES, SAYS WITMER, SEEING GOOD YEAR FOR NBC. March 30, 1942, p. 60. Roy C. Witmer, NBC vice-president in charge of sales, tells NBC "war clinic" that 1942 should be another banner year for networks as sales mediums.

THEY LISTEN TO BESSIE BEATTY. April 20, 1942, p. 29. Surveys of C. E. Hooper and WOR report more listeners tune in on Miss Beatty's program than to any other woman's series in New York City. And participating commercial sponsors capture a land-office business.

THEY MUST BE AT MIDNIGHT. *By Rudy Frank*, State Theater, Hartford. June 8, 1942, p. 47. A startled radio salesman discovers that late spots are just what the customer wants, when he scheduled spot announcements of a late show for defense workers in Hartford area. The spots soon brought results—a full house for State Theater.

BUDGET IS SMALL—BUT OH, WHAT A SHOW! *By Norman Livingston*, radio director, Redfield-Johnstone, New York. June 29, 1942, p. 40. Cooperative programs offer big-time radio to local and regional advertisers. A seven-year selling job proves the value of this medium.

WARTIME INDUSTRY AND RADIO. *By Harry Camp*, sales manager, WGAR, Cleveland. June 29, 1942, p. 30. Large industrial firms buy radio time to inform the public of government honors awarded them for production excellence, and to tell their complete story to the public.

WINCHESTER'S FRIENDLY PROGRAMS. July 13, 1942, p. 67. WELI, New Haven, carries successful promotion by the Winchester Repeating Arms Co., designed to foster appreciation of Winchester's war effort in the community and to encourage local talent.

AND NOW THEATRES TURN TO RADIO. *By Marlo Lewis*, radio director, Blaine-Thompson Co., New York. July 13, 1942, p. 22. Stage and movie producers learn that radio has now become a "must" expenditure for advertising.

THE NIGHT IS LONG—AND CHEERFUL. *By Jerry Lawrence*, producer-conductor, WOR, New York. July 27, 1942, p. 16. The great all-night audience, recently augmented by vast numbers of war workers on late shifts, proves to be a valuable market. Experiments in all-night selling brought sales to I. J. Fox Fur Co., Rum & Maple Tobacco, Marlin Blades and Carter's Little Liver Pills.

WOR WARTIME SEARCH FOR NEW CLIENTS GETS 201 NEW ACCOUNTS IN SIX MONTHS. July 27, 1942, p. 16. WOR's report with seven points radio advertisers might use to guide them in future months plus an intensive solicitation for new accounts resulted in a 24% increase of business, and the station discovered a number of its new sponsors advertised although affected by the war.

NEWS SELLS HEARING AIDS. *By Dr. Dwight H. Stoughton*, Stoughton Drug Stores, Hartford. Aug. 3, 1942, p. 42. WDRC, Hartford, quarter-hour news program sells Western Electric Audiphone, a hearing device.

A RUG CLEANING JOB BY RADIO. Aug. 17, 1942, p. 43. Radio has played a major part in expansion of the rug cleaning department of Miller North Broad Storage Co., Philadelphia. Three consecutive years on WIP, Philadelphia, proved it.

REVIVING THE CAMERA BUSINESS. *By Walt Dennis*, KVOO, Tulsa, Aug. 24, 1942, p. 49. When Hitler & Co. knocked the bottom from the camera trade, KVOO stepped in with a scheme to build up a huge volume of business in photostating old letters, birth certificates, family Bibles, wills and documents. The station became salesman and purchasing agent for the Tulsa Camera Record Co. through successful use of spot announcements.

SEED FIRM'S SUCCESS. Sept. 7, 1942, p. 10. Lundberg Seed Co., Osceola, Wis., did a land office business after heavy spot schedule and sponsorship of OEM feature, *You Can't Do Business With Hitler*, on WJMC, Rice Lake, Wis.

BUSINESS ORGANIZATIONS TURN TO RADIO. *By T. J. McInerney*, publicity secretary, Bronx (N. Y.) Board of Trade. Oct. 26, 1942, p. 59. Increased use of radio by business men's groups, trade and civic organizations is indicated by U. S. Chamber of Commerce survey.

THE OLDEST SPONSORS ON WOR. Oct. 26, 1942, p. 61. WOR finds that 41 sponsors have been advertising through that station for four or more consecutive years, 10 for over seven years, and one sponsor, Dugan Bros., New York, has used WOR for 16 years.

SALES LESSONS LEARNED FROM YEAR OF WAR. *By Eugene S. Thomas*, sales manager, WOR, New York. Nov. 9, 1942, p. 20. WOR met the challenge of wartime changes by careful analysis of listeners' tastes and trends, helped its advertisers to stay on the air when financial crises arose, and reached an all-time high in sales of new business. Sixty-day sales campaign, Sept. 1-Oct. 30, brings in 20 'first' sponsors.

HEAVY INDUSTRY'S GOODWILL. Nov. 9, 1942, p. 42. To maintain goodwill, Alumimum Industries Inc., Cincinnati, although it has no product to sell, sponsored football series on WKRC, that city.

ADVERTISING WON'T BE KILLED BY THE WAR. *By Charles W. Williams*, professor of economics and commerce, U of Louisville. Nov. 16, 1942, p. 22. The period of reconstruction will provide an excellent opportunity to sell, according to Prof. Williams.

FROM 1 BARN TO 2 MILLIONS. *By Mervin Clough*. Nov. 16, 1942, p. 57. Col. E. C. Stickleman, western cattle buyer and auctioneer of Gothenburg, Neb., attributes to radio his success in building livestock commission sales business.

SOLVING A WARTIME PROBLEM. *By George H. Jaspert*, general manager, WPAT, Paterson, N. J. Nov. 16, 1942, p. 32. A local station does a tremendous job in aiding war plant employment bottlenecks.

WAR PLANT SERIES ON COAST HONORED. Nov. 23, 1942, p. 45. A series titled *Pledge Allegiance* aimed to build worker morale and understanding of problems, and a vocational guidance series, *Youth Looks to Tomorrow*, both on KIRO, Seattle, receive awards for outstanding merit among programs released by U. S. stations. The former series was planned by Seattle-Tacoma Shipbuilding Corp., Boeing Aircraft Co. and Puget Sound Navy Yard in cooperation with KIRO.

NOTHING TO SELL. Nov. 23, 1942, p. 53. With nothing to sell, Edward E. Stokes, president of Sebastian Lathe Co., Covington, Ky., buys time on WCKY, Cincinnati, to plug American Red Cross blood donor service.

THEY ADVERTISE IN WARTIME. Dec. 7, 1942, p. 47. A survey of Publishers' Information Bureau revealed that radio advertising expenditures of ten leading industries for the first eight months of 1942 remained at 85.1% of the level maintained for peacetime advertising, despite the fact that seven of the ten concerns have been converted to war industries.

138 ADVERTISERS BUY RADIO IN NEW YORK FOR FIRST TIME. Dec. 28, 1942, p. 20, 48. Successful use of radio by numerous advertisers on four New York outlets of major networks and four leading independent stations is revealed in the story of 138 new advertisers, and an optimistic outlook for radio is seen in large scale advertising during the last six months of 1942. Amusements, schools, perfumes and retailers were among new sponsors.

IN 1942
KWJJ ESTABLISHED RECORDS

1. more sponsored NEWS time than any other Portland Station.
2. Produced 468 hours of Local time for National sponsors.
3. KWJJ produced in 1942—4000 spots for National advertisers.
4. 19 hours broadcast days—11 hours sponsored.

The Public is Dialing NEWS!

KWJJ

KWJJ BROADCAST COMPANY, INC.

Portland, Oregon

Wilbur J. Jerman, President · Established 1927, 1080 on your Dial · John Egan, Secretary-Treasurer

Nat'l Rep.: BURNS-SMITH CO., New York, N. Y.
Portland's only independent full time station

Bibliography of Literature Pertaining to Broadcasting

Editor's Note: Due to space limitations, the cumulative bibliography published in previous *Yearbooks* is suspended. This listing emphasizes the wartime literature of radio, including references to magazine articles published during 1942 of particular significance to the broadcasting industry. The bibliography was prepared specially for BROADCASTING by Frances Sprague, general librarian of NBC, and is necessarily abridged to include only a representative selection.

GENERAL

B.B.C. AT WAR. *By Antonia White.* British Broadcasting Corp. 1942. How the departments of the B.B.C. carry on in wartime.

B.B.C. HANDBOOK. 1940-41-42. The official account of British radio during war years.

BROADCAST STATION SAFETY, SABOTAGE—PROTECTION DATA. *By Donald Phillips.* (COMMUNICATIONS. Sept. 1942, p. 16.) Compilation of precautions.

BROADCASTING IN WAR TIME. *By Ivor Brown.* (THE LISTENER. Feb. 13 to March 20, 1941.) Series of articles on radio in England.

BROADCASTING UNDER WAR CONDITIONS. *By J. B. Epperson and Beverly Dudley.* (ELECTRONICS. Aug. 1942, p. 34.) "Technical operation of broadcasting stations adversely affected by shortages of equipment and well-trained technical personnel. Advocates pooling arrangements of spare parts."

CBC WAR EFFORT. Canadian Broadcasting Corp. Toronto. 1942. (FIVE YEARS OF ACHIEVEMENT, No. 3.) Brief description of program experiments from 1936-1941.

ENGINEERING LOOKS TO WARTIME DEMANDS. *By L. C. Smeby.* (BROADCASTING. March 9, 1942, p. 20.) Graveness of problem of technical operations—personnel, replacement, priorities etc.

HOW TO CARE FOR TRANSMITTER AND TUBES. *By C. H. Singer.* (BROADCASTING. March 30, 1942, p. 28.) Vital problems in view of wartime shortages.

INTERNATIONAL BROADCASTING IN NATIONAL DEFENSE. *By R. F. Guy.* (BROADCAST ENGINEERS. Jl. Feb. 1942, p. 4.) NBC's short wave broadcasting, illustrated with figures showing coverage in percent of maximum field intensity, to Europe and South America.

MAGAZINES AND RADIO CRITICISM. *By R. J. Landry.* Nat. Assn. of Broadcasters. 1942. Reprint of article from Variety, in defense of American radio in wartime, written in response to critical magazine articles.

MAINTAINING BROADCAST OPERATIONS IN WAR. *By J. A. Ouimet.* (BROADCASTING July 6, 1942, p. 20.) Plant maintenance. By Asst. Chief Engineer, Canadian Broadcasting Corp.

NAB SELECTIVE SERVICE HANDBOOK; & SUPPLEMENTS. Nat. Assn. of Broadcasters. 1942. Information on selective service as applied to radio nidustry.

RADIO AND THE FARMER DURING THE WAR. *By Morse Salisbury.* (BROADCASTING. April 6, 1942, p. 12.) U. S. Dept. of Agriculture advises how radio can help in farmer's work for more food production.

THE RADIO FRONT. Radio Bureau. Office of War Information. 1942. A wartime newsletter issued periodically to the radio industry.

RADIO IN WARTIME. *By C. A. Siepmann.* Oxford Univ. Press. 1942. The dependence of modern war strategy on radio in order to coordinate movements of tanks, planes and ships; radio propaganda, government monitoring stations; are briefly summarized.

RADIO IN WARTIME. Univ. of Chicago. 1942. A Univ. of Chicago Round Table broadcast by Wm. Benton, J. L. Fly, and Harold Lasswell.

RADIO IN WARTIME BRITAIN. *By W. M. Newton.* (Inst. for Education by Radio. EDUCATION ON THE AIR. 1941, p. 13-26.) How BBC has adapted broadcasting to war needs.

RADIO IN WARTIME CANADA. *By Ernest Bushnell.* (Inst. for Education by Radio. EDUCATION ON THE AIR. 1941, p. 3-12.) Short description of radio's war effort.

RADIO JOINS UNCLE SAM'S WAR MACHINE. *By R. F. Connor.* (BROADCASTING. Aug. 17, 1942, p. 12.) Southern California radio sets up an alert system with the Fourth Fighter Command, and also covers war programs.

RADIO: KEY TO NATIONAL UNITY. *By R. J. Landry.* (ATLANTIC MONTHLY. April 1942, p. 503.) The vital part radio can play in uniting the country and aiding its morale during the war.

RADIO STEPS INTO LEADING WARTIME ROLE. *By Sol Taishoff.* (BROADCASTING. Oct. 12, 1942, p. 7.) Tremendous importance of radio's part in the war, as disclosed in testimony before a House Appropriations Subcommittee, as OWI seeks funds for short wave.

RADIO TODAY, THE PRESENT STATE OF BROADCASTING. *By Arno Huth.* Geneva Research Center. 1942. This detailed factual study of radio in all countries, furnishes indispensable background for a study of broadcasting and the war.

RADIO'S ROLE IN THE DEFENSE OF FREEDOM. *By Byron Price.* (BROADCASTING. May 18, 1942, p. 13.) Address before NAB Convention by the Director of Censorship.

RELIGIOUS BROADCASTING IN WARTIME. Nat. Conference of Christians and Jews. 1942 Proceedings of religious sessions at the Inst. for Education by Radio, May 1942.

SERIES OF ARTICLES ON RADIO IN WARTIME BRITAIN. *By Martin Codel.* (BROADCASTING. Sept. 21 to Oct. 26, 1942.) Series of articles from England, written while author was observing British radio, and radio for the American troops abroad.

SHORTWAVE OUTLETS GEARED FOR AFRICAN PUSH. (BROADCASTING. Nov. 16, 1942, p. 14.) Account of how all stations under OWI went into action in aiding African campaign.

A SYMPOSIUM ON RADIO IN THE WAR EFFORT. (PROCEEDINGS OF THE INSTITUTE OF RADIO ENGINEERS. Oct. 1942, p. 479.) Common interests of the different branches of radio in the war effort. By the Presidents of RMA, NAB and IRE.

U. S. SIGNAL CORPS. RADIO NEWS. Nov. 1942. Special issue devoted to these communications specialists, a digest of their course of training, organization, etc. Extensively illustrated.

WAR CONVENTION MAPS PLANS FOR FUTURE. (BROADCASTING, May 18, 1942, p. 7.) Nat. Assn. of Broadcasters' Convention.

WAR SERVICE BULLETIN. Nat. Assn. of Broadcasters. Bulletins to the industry explaining war as it relates to their business—bond sales, man power, censorship, training courses, etc.

WARTIME SHOWMANSHIP SURVEY. Survey on war messages and programs on the air, conducted by VARIETY (May 20 to June 17, 1942).

WINGED WORDS—NEW WEAPON OF WAR. *By F. B. Colton.* (NATIONAL GEOGRAPHIC. Nov. 1942, p. 662.) The double role of radio in today's war. How its use on battlefields and as propaganda has made it a weapon "as vital as bullets and bombs." Well illustrated.

ADVERTISING, AUDIENCE STUDIES

ENLISTED MEN PREFER MUSIC, NEWS, COMEDY. (BROADCASTING. Oct. 5, 1942, p. 8.) Summer survey by Research Branch of the Army's Special Service Division, of 15 camps from coast to coast.

FEDERAL DRIVE TO SPUR FOOD ADVERTISING. (BROADCASTING, March 23, 1942, p. 9.) Use by Government in national nutrition program.

HOW WAR IS CHANGING READING AND LISTENING HABITS. *By Ben Duffy.* (ADVERTISING & SELLING. May 1942, p. 13.) "The effect of changed living and working conditions on radio and other advertising media."

INDUSTRY FACES FUTURE WITH CONFIDENCE. (BROADCASTING. May 11, 1942, p. 26-32.) Symposium of key figures in the industry, representing ANA, AAAA, CAB, and NAB.

IS THE WARTIME AUDIENCE UP OR DOWN? C. E. Hooper Inc. 1942. Description of the Hooper versus the Crossley survey methods of audience determination. Two letters reprinted from BROADCASTING.

MEET THE SOLDIER. KFEL. 1942. The listening habits and preferences of the soldiers in three Army posts near Denver.

THE RADIO AND THE WAR. *By Curtis Nettels.* (NEW REPUBLIC May 18, 1942, p. 666.) A criticism of the radio advertiser and the war.

RADIO INDUSTRY OUTLOOK STILL FAVORABLE. *By F. E. Pellegrin.* (BROADCASTING. March 2, 1942, p. 12.) Radio advertising and the war discussed by NAB official.

WAR LISTENING SINCE PEARL HARBOR. *By A. W. Lehman.* (BROADCASTING, May 11, 1942, p. 27.) Recent data on listener surveys by the manager of the CAB.

WHAT WILL WAR DO TO RADIO ADVERTISING? *By Joseph Creamer.* (ADVERTISING & SELLING. April 1942, p. 25.) Changes in types of advertising, listening habits, and interests. Resume of Canadian war experience is included.

COMMENTATORS AND CORRESPONDENTS

ASSIGNMENT TO BERLIN. *By H. W. Flannery.* Alfred A. Knopf Inc. 1942. A CBS radio correspondent relates experiences from Autumn 1940 to Fall 1941.

BERLIN DIARY. *By W. L. Shirer.* Alfred A. Knopf Inc. 1941. Germany in its war preparation and its first year of conflict, as told by a CBS foreign representative.

FROM THE LAND OF SILENT PEOPLE. *By Robert St. John.* Doubleday, Doran & Co. Inc. 1942. The tragic campaign in Greece, Crete and Yugoslavia as witnessed by this NBC foreign correspondent.

HOW WAR CAME. *By R. G. Swing.* W. W. Norton & Co. Inc. 1939. A compilation of his broadcasts over the period from the seizure of Czechoslovakia to entrance of war by England and France. Broadcast over MBS.

I BROADCAST THE CRISIS. *By H. V. Kaltenborn.* Random House, Inc. 1938. A day by day account of the crisis in Sept.-Oct. 1938 as broadcast by Kaltenborn. Includes in log form his own and other news broadcasts.

LAST TRAIN FROM BERLIN. *By Howard Smith.* Alfred A. Knopf, Inc. 1942. Life in Germany from the time she attacked Russia until Dec. 7th, as reported by a CBS man.

SUEZ TO SINGAPORE. *By Cecil Brown.* Random House, Inc. 1942. A keen and frank analysis of the conduct of the war, and story of his broadcasting experiences, by a CBS foreign correspondent.

THIS IS LONDON. *By E. R. Murrow.* Simon & Schuster, Inc. 1941. A selection of his CBS broadcasts from London from Aug. 1939 to end of 1940.

PROPAGANDA

ALL CHILDREN LISTEN. *By Dorothy Gordon.* George W. Stewart, Publisher, Inc. 1942. Radio propaganda for young people as practised in Axis countries. The vital need for its use by democracies is stressed.

AMERICA CALLING ALL PEOPLES. *By Earl Sparling.* National Broadcasting Co. 1942. The part played by shortwave radio from America — particularly NBC — in broadcasting for America.

BIBLIOGRAPHY — RADIO WARTIME PROPAGANDA, and Supplements. *By Waldo Abbot.* Univ. of Michigan Extension Service. 1942. Suggested material for his course at U. of Michigan.

BROADCASTING FOR DEMOCRACY. *By Otto Friedmann.* George Allen & Unwin Ltd. London. 1942. Psychological and sociological viewpoint of propaganda. Recommends an Allied General Council for Propaganda.

FOREIGN POLICY AND THE SHORTWAVES. *By Wells Church.* (BROADCASTING, Aug. 31, 1942. p. 13) Constructive suggestions as to our policy in broadcasting to other nations.

GOVERNMENT PROPAGANDA. *By Lowell Mellett.* (ATLANTIC MONTHLY. Sept. 1941.) Views on the subject given by the director of the Office of Government Reports.

HE BOMBS TOKYO EVERY DAY. *By F. J. Taylor.* (SATURDAY EVENING POST. July 25, 1942, p. 9.) The beaming of KGEI's news and music programs on the Far East.

LONDON CALLING—GOEBBELS JAMMING. *By W. D. Bayles.* (SATURDAY EVENING POST. April 11, 1942, p. 9.) "From subterranean studios BBC carries on its propaganda programs, and directs the continental V army."

LORD HAW-HAW OF HAMBURG: HIS BRITISH AUDIENCE. *By Henry and Ruth Durant.* (PUBLIC OPINION QUARTERLY. Sept. 1940, p. 443.) The size and type of British audience, and effect of Germany's radio propaganda.

NATIONAL MORALE AND RADIO. Evaluation of School Broadcasts. Ohio State U. 1941. Bulletin proposing an agency for coordinating use of radio in building morale.

NET REPORTERS AT SCENE OF AEF DRIVE. (BROADCASTING. Nov. 23, 1942, p. 22.) Account of first broadcasts from Africa. Lists radio correspondents abroad.

NEWS IS A WEAPON. *By Matthew Gordon.* Alfred A. Knopf, Inc. 1942. Nazi techniques of propaganda via news, whether printed or on radio.

PROPAGANDA BY SHORT WAVE. *Ed. by H. L. Childs & J. B. Whitton.* Princeton U. Press. 1942. The Princeton Listening Center "eavesdropped" on foreign radio propaganda for 20 months. In this book, the staff analyzes and reports on its work.

PROPAGANDA BY SHORT WAVE: 1. BERLIN CALLING AMERICA; 2. LONDON CALLING AMERICA. *By Harold Graves Jr.* (PUBLIC OPINION QUARTERLY. Dec. 1940, p. 601; March 1941, p. 38) Two articles in which the Director of the Princeton Listening Center analyzes propaganda directed to America.

RADIO GOES TO WAR. *By C. J. Rolo.* G. P. Putnam's Sons. 1942. An evaluation of radio as a weapon of war. Includes the development of international radio.

RADIO IN WARTIME. *By S. H. Dryer.* Greenberg Publishers Inc., 1942. The Director of the University of Chicago Round Table critically evaluates radio war propaganda directed to the American public. Commentaries by Landry, Bernays, and others are included in this frank and analytical discussion.

RESULTS OF PROPAGANDA DRIVE. *By W. L. Shirer.* (BROADCASTING. Nov. 23, 1942, p. 22) Excerpts on significance of the opening of U. S. propaganda drive at time of African invasion, beginning with Roosevelt's speech to the French.

THE TEST—CAN THE ENEMY UTILIZE IT? *By J. H. Ryan.* (BROADCASTING. Feb. 16, 1942, p. 15). The Assistant Director of Censorship suggests formula to gauge programs.

WAR BY RADIO. *By J. B. Whitton.* (FOREIGN AFFAIRS. April 1941, p. 584). Examples of effectiveness of radio propaganda, particularly that of Germany.

WAR ON THE SHORT WAVE. *By H. N. Graves Jr.* Foreign Policy Assn. 1941. Concise account of use of radio as a propaganda weapon by European countries.

RADIO SCRIPTS FOR WAR

BOMB DOORS OPEN, AND OTHER RADIO WAR FEATURES . . . *Ed. by Cecil McGivern.* George Allen & Unwin Ltd. 1941. Six BBC plays about participation in the war.

LISTEN, HANS! *By Dorothy Thompson.* Houghton Mifflin Co. 1942. Shortwave broadcasts directed to Hans in Germany, endeavoring to spread the truth about war, America and Germany.

PLAYS FOR AMERICANS. *By Arch Oboler.* Farrar & Rinehart, Inc. 1942. Plays written for the war effort. Permission is given to use them without royalty on any sustaining program until the end of the war.

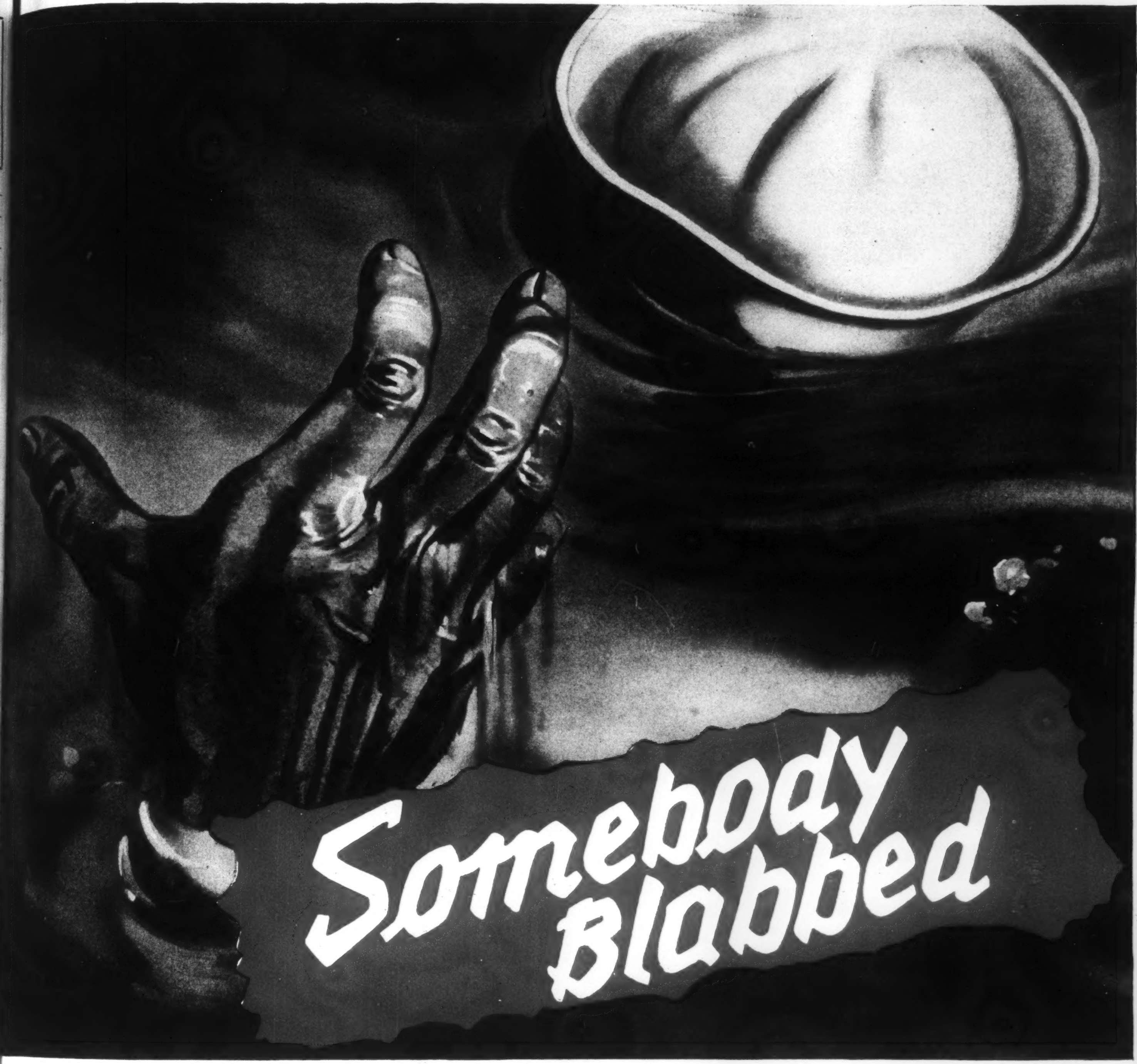
(Continued on page 281)

Directory of
BROADCASTING EQUIPMENT MANUFACTURERS

Owing to wartime conversions of nearly all radio manufacturing plants, many of the products here listed are unavailable for the duration. Asterick (*) indicates manufacturer of recording equipment.

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	PRODUCTS
Acme Electric & Mfg. Co.	Cuba, N. Y.	45 Water St.	Cuba 4	J. A. Comstock	Transformers
*H. W. Action Co. Inc.	New York	370 7th Ave.	Longacre 5-4884	H. A. Bengeyfield	Transcription needles, cutting needles, semi-permanent needles, phonograph needles
Aerovox Corp.	New Bedford, Mass.	740 Belleville Ave.	6-8221	S. I. Cole	Transmitting capacitors and resistors, mica-paper-oil filled-electrolytic capacitors
*The Alliance Mfg. Co.	Alliance, O.	Lake Park Blvd.	Alliance 6237	R. F. Doyle	Record changer motors
*Allied Recording Products Co.	Long Island City, N. Y.	21-09 43rd Ave.	Stillwell 4-2318	J. Strauss	Recording machines, recording blanks, recording amplifiers, accessories
*Allied Record Mfg. Co.	Hollywood, Cal. Washington, D. C.	1041 N. Las Palmas Ave. 601 Earle Theatre Bldg.	Hollywood 5107 Executive 3792	Louis I. Goldberg Jerry Mara	Processing and pressing, electrical transcriptions and phonograph records
Altec Lansing Corp.	Los Angeles, Cal.	6900 McKinley Ave.	Thornwall 4175	Jas. B. Lansing	Loud speakers, amplifiers, horns, transformers, and two way speaker systems
American Microphone Co. Ltd.	Los Angeles, Cal.	1915 S. Western Ave.	Parkway 1161	F. A. Yarbrough	Microphones
Amperex Electronic Products	Brooklyn, N. Y.	79 Washington St.	Cumberland 6-4430	S. Norris	Radio transmitting and rectifying tubes, water-cooled and air radiation types of all sizes
Amperite Co.	New York	561 Broadway	Canal 6-1446	S. Ruttenberg	Microphones, stands, boom stands
Amplifier Co. of America	New York	17 W. 20th St.	Chelsea 2-6998	N. M. Haynes	Amplifiers, regulators, transformers, reactors, equalizers, filters, preamplifiers, regulated power supplies
Victor J. Andrew Co.	Chicago	363 East 75th St.	Radcliffe 1183	Victor J. Andrew	Coaxial cables and accessories, antenna tuning, phasing and filtering equipment and components, tower lights and lighting accessories, high frequency antennas, phase monitors, remote antenna ammeters
*The Astatic Corp.	Youngstown, O .	830 Market St.	4-5213	R. T. Schottenberg	Microphones, phonograph pickups, recording heads, microphone stands, accessories
Atlas Resistor Co.	New York	423 Broome St.	Canal 6-1054	W. A. Merrill	Resistors
Atlas Sound Corp.	Brooklyn, N. Y.	1443 39th St.	Windsor 8-550	R. C. Reinhardt	Microphone floor stands, boom stands, special microphone mountings, monitor speakers, table stands, shielded microphone connectors, speaker baffles, projectors, cabinets, high-powered and weather proof speakers for sound trucks
*Audak Co. Inc.	New York	500 Fifth Ave.	Lackawanna 4-3723	George V. Sullivan	Microdyne pickups and cutting heads
*Audio Devices Inc.	New York	1600 Broadway	Circle 5-5696	Bryce Haynes	Recording discs, cutting and playback needles, recording accessories
Bendix Radio Corp.	Baltimore, Md.	Baltimore	Towson 1460-R	W. J. Holey	Radio equipment and projects
Blaw-Knox Co.	Pittsburgh, Pa. Chicago New York Philadelphia Birmingham	P. O. Box 1198 Peoples Gas Bldg. 342 Madison Ave. 1617 Penna. Blvd. Brown-Marx Bldg.	Sterling 2700 Harrison 7633 Vanderbilt 3-3746 Rittenhouse 1681 3-4931	E. J. Staubitz	Radio towers, vertical radiators
Bliley Electric Co.	Erie, Pa.	Union Station Bldg.	26-857	G. E. Wright	Quartz crystals, holders and oven mountings
Bond Electric Corp.	New Haven, Conn.	275 Winchester Ave.	6-0101	J. C. Calhoun	Dry cells and radio batteries
*Brush Development Co.	Cleveland, O.	3311 Perkins Ave.	Endicott 3315	V. B. Phillips	Pickups, microphones, headphones, equalizers
Bud Radio Inc.	Cleveland, O.	2118 E. 55th St.	Henderson 7166	Max L. Haas	Variable condensers, cabinets, dials, chokes, insulators
Burgess Battery Co.	Freeport, Ill.	Freeport	Main 3300	J. A. McIlnay	Dry batteries
William W. L. Burnett Radio Laboratory	San Diego, Cal.	4814 Idaho St.	Talbot 4943	Wm. W. L. Burnett	Piezo electric crystal holders, temperature controlled oven and constant frequency controlling equipment, frequency measuring service for radio stations
*Canadian Marconi Co.	Montreal, Quebec	211 St. Sacrament St.	Marquette 7081	M. M. Elliott	Transmitters, portable pickup transmitters, mobile transmitters, commercial receivers, studio, remote, portable and all other type amplifiers, antenna equipment, tubes, turntables, vertical radiators, quartz crystals, frequency modulation broadcast and communications equipments
*Chicago Sound Systems Co.	Chicago	2124 S. Michigan Ave.	Victory 2887	Mr. McGee	Transcription players, special cabinets, P.A. amplifiers, speakers
*Clark Phonograph Record Co. Inc.	Newark, N. J. Chicago	216 High St. 221 N. La Salle St.	Humboldt 2-0880 Central 5275	George H. Clark	Transcription processing
Clarostat Mfg. Co. Inc.	Brooklyn, N. Y.	285 N. 6th St.	Evergreen 8-6770	Victor Mucher	Volume control, attenuators, "L" and "T" pads, resistors
*Classic Record Co.	New York	2 West 46th St.	Bryant 9-0143	Eli E. Oberstein	Records
Collins Radio Co.	Cedar Rapids, Ia. New York	855 35th N. E. 11 W. 42nd St.	3-0241 Lackawanna 4-0229	M. H. Collins W. J. Barkley	Relay broadcast transmitters, broadcast transmitters
Cornell-Dubilier Elec. Corp.	South Plainfield, N. J.	1000 Hamilton Blvd.	Plainfield 6-9000	Leon L. Adelman	Capacitors
Corning Glass Works	Corning, N. Y.	Corning	372	C. J. Phillips	Insulators, piping for cooling systems
Cornish Wire Co. Inc.	New York	15 Park Row	Cortlandt 7-2525	W. F. Osler, Jr.	Radio and electric wires and cables
The Daven Co.	Newark, N. J.	158 Summit St.	Market 2-3458	Lewis Newman	Attenuators, attenuation boxes, decades, decade boxes, line equalizers, output meters, transmission measuring sets, potentio-meters, fixed pads, rheostats, loudspeakers controls, VU meter panel, volume level indicator, faders, switches, meter multipliers, resistors, measuring equipment

(Continued on Page 262)



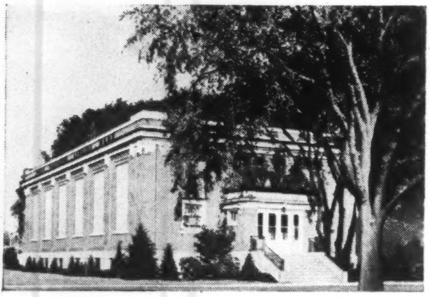
A heavy responsibility rests on all men in war industries . . . especially upon executives and engineers.

Their knowledge of confidential operations should not be the subject of discussions beyond the confines of the plant . . . nor should their natural pride in accomplishments cause them to speak unthinkingly. Discretion is an essential part of war production.

AMPEREX ELECTRONIC PRODUCTS

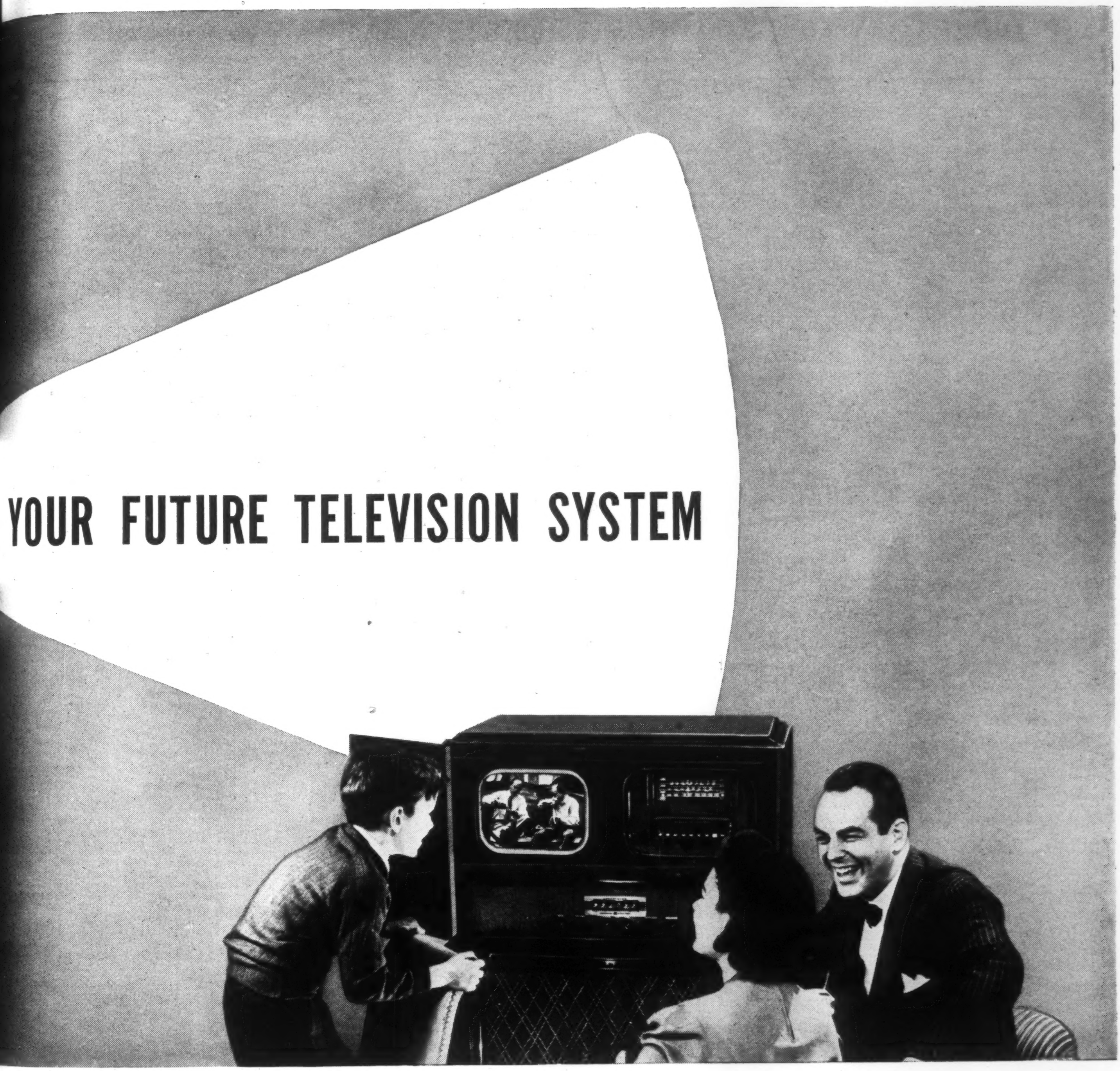
79 WASHINGTON STREET BROOKLYN, NEW YORK

G-E TELEVISION APPARATUS + G-E PROGRAMMING EXPERIENCE =



WITHIN the limits of all-out war production, General Electric television broadcast equipment is undergoing rigid testing at G.E.'s own proving-ground Station WRGB, Schenectady. Flexibility of equipment is constantly being analyzed. Many improvements and changes are taking shape.

New television programming arts and skill are being studied and developed. Three times weekly live talent shows — such as boxing matches, menu planning, style shows, and operettas with full orchestral accompaniment — are being televised.



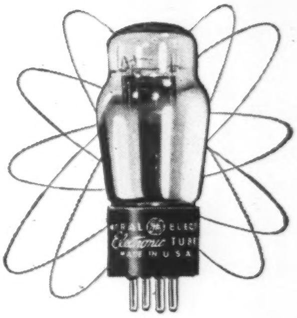
YOUR FUTURE TELEVISION SYSTEM

Techniques in staging, lighting, and make-up are being tried. The carefully checked results are providing a vast fund of practical experience for you to draw upon when television is again available to the broadcasting industry. This development of television at WRGB is greatly helped by a co-operative home television audience organized to criticize the programs broadcast.

And the G-E post-war television receiver for the home will come out of the same vast fund of television experience. It will be a receiver that will get the most out of the latest developments in television broadcasting.

G-E television broadcast equipment, program experience and receivers are working together for your future television success. We are doing the experimenting so that you won't have to.

General Electric cordially invites you when in Schenectady to visit Station WRGB for a preview of your future television system. Radio, Television, and Electronics Department, General Electric, Schenectady, N. Y.



LEADER IN RADIO, TELEVISION, AND ELECTRONICS

GENERAL ELECTRIC

TELEVISION

160-B2-6918

DIRECTORY OF BROADCASTING EQUIPMENT MANUFACTURERS

(Continued from Page 258)

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	PRODUCTS
Doolittle Radio Inc.	Chicago	7421 S. Loomis Blvd.	Stewart 2808	C. M. Rodman	Transmitters, frequency monitors, transmission line and equipment built to specification
Allen B. Du Mont Laboratories Inc.	Passaic, N. J.	2 Main Ave.	Passaic 3-1616	Leonard F. Cramer	Cathode-ray oscillographs and modulation Monitors, cathode-ray tubes
Eastern Mike-Stand Co.	Brooklyn, N. Y.	56 Christopher Ave.	Dickens 2-3538	Samuel Sherman	Discontinued for duration
Eisler Engineering Co.	Newark, N. J.	750 S. 13th St.	Bigelow 3-5310	Charles Eisler	Manufacturing equipment for transmitting tubes
Eitel-McCullough Inc.	San Bruno, Cal.	San Bruno	San Bruno 117	J. A. McCullough	Transmitting tubes, condensers, rectifiers
Electro-Voice Mfg. Co. Inc.	South Bend, Ind.	1239 South Bend Ave.	3-7764	Albert Kahn	Microphones
Epiphone Inc.	New York	142 W. 14th St.	Chelsea 2-4408	E. A. Stathopoulo	Microphones
Evanston Sound-Proof Door	Evanston, Ill.	1127 Hinman Ave.	University 2758	W. W. Lloyd	Sound-proof doors
*Fairchild Aviation Corp.	Jamaica, N. Y.	88-06 Van Wyck Blvd.	Jamaica 6-3800	Charles V. Kettering	Manufacture discontinued for duration. Transcription equipment repair and service maintained
*Federal Recorder Co. Inc.	Chicago	630 S. Wabash Ave.	Harrison 8330	Ralph Rubenstein	Recorders and accessories, blank discs, recording and play back needles
Federal Telephone & Radio Corp. (Subsidiary of International Telephone & Telegraph Co.)	Newark, N. J.	200 Mt. Pleasant Ave.	Humboldt 2-7000	St. G. Lafitte	Transmitting tubes, rectifier tubes, water jackets, air cooling fins, transmitters, phasing and coupling equipment, field intensity meters
Ferranti Electric Inc.	New York	30 Rockefeller Plaza	Circle 7-0912	W. R. Spittal	Audio and power transformers for transmitting equipment, chokes, filters, reactors
Ferris Instrument Corp.	Boonton, N. J.	110 Cornelia St.	Boonton 8-0781	Harold E. Barnes	Signal generators, noise meters, electronic laboratory test equipment
Garrard Sales Corp.	New York	296 Broadway	Rector 2-1423	Wm. Carduner	Discontinued for duration
*Gates Radio & Supply Co.	Quincy, Ill.	Quincy	522	F. J. Pippenger	All types of radio broadcast transmitters, speech equipment, turn tables, recording equipment, microphones, equalizers, sound effect tables and allied equipment to broadcast field
General Electric Co.	Schenectady, N. Y.	1 River Road	4-2211	Dr. W. R. G. Baker	Complete frequency modulation and television broadcasting equipment including transmitters, S-T relay transmitters, S-T relay receivers, antennas, FM Monitors and high fidelity monitoring loudspeakers, television studio equipment and oscillo-scopes. Transmitting tubes, quartz crystals for every purpose, square wave generators and measuring apparatus
	Atlanta	187 Spring St. N. W.	Walnut 9796	E. T. Austin	
	Boston	140 Federal St.	Hubbard 1800	S. H. Magruder	
	Chicago	840 S. Canal St.	Wabash 5611	E. G. Abbott	
	Cleveland	4966 Woodland Ave.	Endicott 4464	R. E. Hardy	
	Dallas	1801 N. Lamar St.	LD-987	F. C. Neal	
	Denver	650 Seventeenth St.	Keystone 7171	F. C. O'Kelly	
	Los Angeles	212 N. Vignes St.	Madison 7381	P. G. Caldwell	
	New York	570 Lexington Ave.	Wickersham 2-1311	D. C. Hierath	
	Philadelphia	1405 Locust St.	Pennypacker 9000	P. J. Walton	
	Portland, Ore.	920 S. W. Sixth St.	Atwater 0281	L. R. Elder	
	San Francisco	235 Montgomery St.	Douglass 3740	E. A. Whitehead	
	Washington, D. C.	806 15th St., N. W.	Metropolitan 3600	T. B. Jacocks	
General Radio Co.	Cambridge, Mass.	30 State St.	Trowbridge 4400	A. E. Thiessen	Broadcast frequency monitors, modulation monitors, radio-frequency bridges, sound measuring equipment, audio-frequency oscillators, volume controls, variacs, FM monitors, distortion meters
*Gould-Moody Co.	New York	395 Broadway	Canal 6-3446	Sidney S. Gould	Recording blanks, recoating used aluminum discs, recording and transcription styli
*Graybar Electric Co. Inc.	New York	420 Lexington Ave.	Mohawk 4-4000	D. B. McKey	Transmitters, vertical radiators, speech input equipment, microphones, tubes, frequency monitors, amplifiers, rectifiers, meters, resistances, transformers, motor generators and associated apparatus; antenna control equipment, phase monitors, police radio equipment, marine radio telephone
	New York	180 Varick St.	Walker 5-8000	F. J. Stahl	
	Boston	287 Columbus Ave.	Kenmore 4567	J. P. Lynch	
	Philadelphia	910 Cherry St.	Walnut 5405	G. I. Jones	
	Richmond	6th & Cary Sts.	2-2833	L. E. Walker	
	Atlanta	167-173 Walton St., N. W.	Jackson 2261	W. A. Northington	
	Jacksonville, Fla.	12th & Main Sts.	....	E. C. Toms	
	Cleveland	1010 Rockwell Ave.	Cherry 1360	R. M. Sauppe	
	Pittsburgh	37 Water St.	Court 4000	R. F. Grossett	
	Detroit	55 W. Canfield Ave.	Columbia 5500	K. S. Deichman	
	Cincinnati	310 Elm St.	Main 0600	A. W. Hallett	
	Chicago	500 S. Clinton St.	Webster 2800	Harry Fritz	
	Minneapolis	413-17 S. 4th St.	Main 1188	G. E. Brown	
	St. Louis	1220 Spruce St.	Main 1610	R. G. McCurdy	
	Kansas City	1644 Baltimore Ave.	2-4101	J. A. Costelow	
	Dallas	Austin & Wood Sts.	2-6454	Cecil Ross	
	San Francisco	9th & Howard Sts.	Hemlock 3121	Walter Johnson	
	Los Angeles	201 Santa Fe Ave.	Trinity 3321	S. W. Scott	
	Seattle	King & Occidental Sts.	Main 4635	C. A. Martin	
Hallicrafters Co.	Chicago	2611 S. Indiana Ave.	Calumet 1600	W. J. Halligan	Receivers
Hammarlund Mfg. Co. Inc.	New York	460 W. 34th St.	Longacre 5-1300	L. A. Hammarlund	Transmitting parts, receiving parts, commercial short wave receivers
Hardwick, Hindle, Inc.	Newark, N. J.	40 Hermon St.	Market 2-8200	A. H. Hardwick	Fixed, tapped, adjustable and ferrule style resistors, rheostats
Harris Mfg. Co.	Los Angeles, Cal.	2422 W. 7th St.	Fitzroy 6026	J. Henry Harris	Playback needles, steel and sapphire cutting needles, electric phonographs, acetate recording blanks
Hartenstine-Zane Co. Inc.	New York	225 Broadway	Barclay 7-8390	Chas. J. Hartenstine	Complete installation of antenna system including foundations, towers furnished and erected, painted, lighted. Ground systems
Harvey-Wells Communications Inc.	Southbridge, Mass.	North Street	Southbridge 1940	Richard A. Mahler	Radio transmitting equipment, radio receiving equipment, audio amplifiers, special electronic devices, rectifier and power supply equipment, piezo-electric quartz crystals
Heintz & Kaufman Ltd.	So. San Francisco, Cal.	So. San Francisco	So. San Francisco 1515	W. Noel Eldred	Transmitting tubes
Hipower Crystal Co.	Chicago	2035 W. Charleston St.	Armitage 0654	Frank Lazarik R. W. Groth	Piezo electric quartz crystals and holders
Hollister Crystal Co.	Boulder, Col.	1617 Pearl St.	1720	Herb Hollister	Quartz oscillators
Ideal Commutator Dresser Co.	Sycamore, Ill.	Sycamore	Sycamore 77	B. E. Holub	Portable cleaners, soldering tools, fuse pullers, fuse reducers, precision grinders, commutator resurfacers

(Continued on Page 266)

GAMMATRON *Transmitting Tubes*

2054
1054
454
854
257
3054

ENGINEERED FOR LONG LIFE

GAMMATRON engineers have skillfully developed during the past 14 years a line of transmitting tubes which have remarkably long life. Tantalum grids and plates, and the absence of internal insulators and unstable clean-up agents, protect GAMMATRONS against emission failure even when heavily overloaded. Other GAMMATRON advantages; low driving power, easy neutralization, freedom from parasitics, and high efficiency at radio and ultra-high frequencies. For the greatest number of watt hours per dollar specify GAMMATRONS, rated output from 50 to 5000 watts.

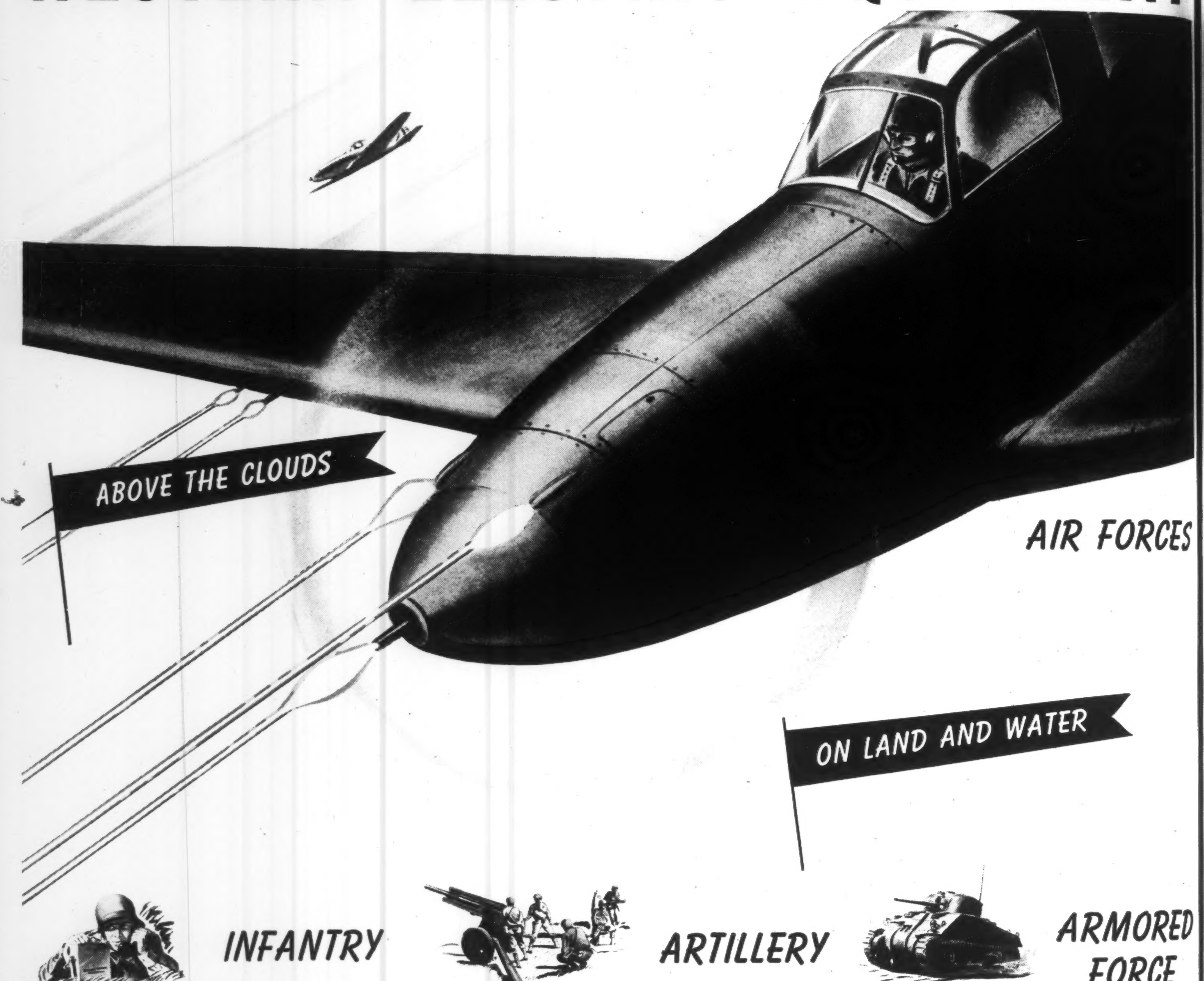
HEINTZ AND KAUFMAN LTD.
SOUTH SAN FRANCISCO CALIFORNIA U·S·A·

TYPE NUMBER	24	54	152L	158	254	257*	304L	354C	354E	454L	454H	654	854L	854H	1054L	1554	2054A	3054
MAXIMUM POWER OUTPUT:																		
Class 'C' R.F.	90	250	610	200	500	230	1220	615	615	900	900	1400	1800	1820	3000	3600	2000	5300
PLATE DISSIPATION:																		
Watts	25	50	150	50	100	75	300	150	150	250	250	300	450	450	750	1000	1200	1500
AVERAGE AMPLIFICATION FACTOR	25	27	10	25	25		10	14	35	14	30	22	14	30	13.5	14.5	10	20
MAXIMUM RATINGS:																		
Plate Volts	2000	3000	3000	2000	4000	4000	3000	4000	4000	5000	5000	4000	6000	6000	6000	5000	3000	5000
Plate M.A.	75	150	500	200	225	150	1000	300	300	375	375	600	600	600	1000	1000	800	2000
Grid M.A.	25	30	75	40	40	25	150	60	70	60	85	100	80	110	125	250	200	500
MAXIMUM FREQUENCY, Mc.:																		
Power Amplifier	200	200	175	100	175	150	175	50	50	150	150	50	125	125	100	30	20	30
INTERELECTRODE CAP:																		
C grid—plate u.u.f.	1.7	1.8	5	4.6	3.6	0.04	9	3.8	3.8	3.4	3.4	5.5	5	4	5	11	18	15
C grid—filament u.u.f.	2.5	2.1	7	4.7	3.3	13.8 In.	12	4.5	4.5	4.6	4.6	6.2	6	8	8	15.5	15	25
C plate—filament u.u.f.	0.4	0.5	0.4	1.0	1.0	6.7 Out.	0.8	1.1	1.1	1.4	1.4	1.5	0.5	0.5	0.8	1.2	7	2.5
FILAMENT:																		
Volts	6.3	5.0	5-10	12.6	5.0	5.0	5-10	5	5	5	5	7.5	7.5	7.5	7.5	11	10	14
Amperes	3	5	13-6.5	2.5	7.5	7.5	13-26	10	10	11	11	15	12	12	21	17.5	22	45
PHYSICAL:																		
Length, Inches	4¼	5 7/16	7¾	4¾	7	6¾	7¾	9	9	10	10	10⅜	12½	12½	16½	18	21¼	30¾
Diameter, Inches	1⅜	2	2½	2	2⅝	2⅝	3½	3⅜	3⅜	3¾	3¾	3¾	5	5	7	6	6	9
Weight, Oz.	1½	2½	8	4	6½	6	9	6½	6½	7	7	14	14	14	42	56	66	200
Base	Small UX	Std. UX	Johnson #213	Std. UX	Std. 50 Watt	Giant 7 Pin	Johnson #213	Std. 50 Watt	Std. 50 Watt	Std. 50 Watt	Std. 50 Watt	Std. 50 Watt	Std. 50 Watt	Std. 50 Watt	Johnson #214	HK 255	W. E. Co.	HK 255
NET PRICE	4.75	8.00	30.00	18.50	13.50	27.50	65.00	24.50	24.50	27.50	27.50	75.00	75.00	75.00	175.00	225.00	300.00	395.00

*Beam Pentode.

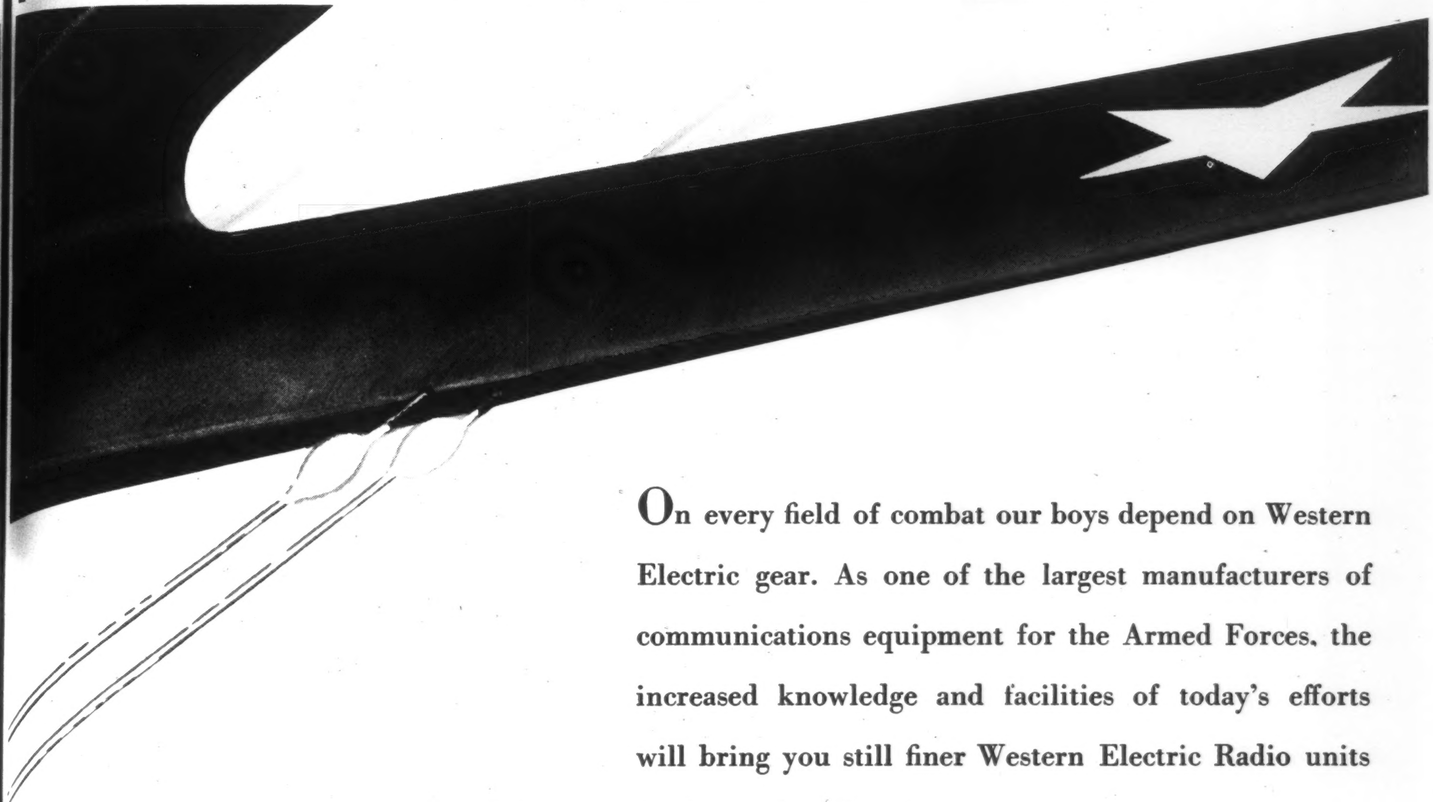
WRITE FOR FULL DATA ON GAMMATRONS

WESTERN ELECTRIC EQUIPMENT FI

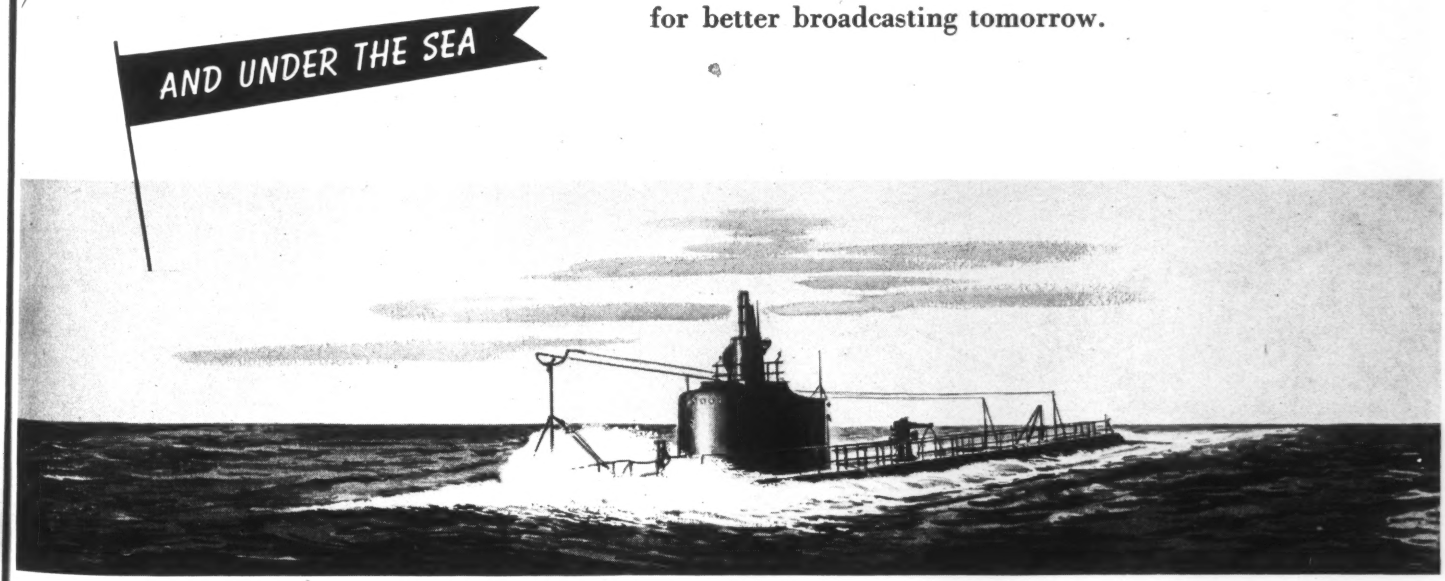

ABOVE THE CLOUDS
AIR FORCES
ON LAND AND WATER
INFANTRY
ARTILLERY
ARMORED FORCE
NAVY
COAST GUARD

Western

FIGHTS ON EVERY FRONT!



On every field of combat our boys depend on Western Electric gear. As one of the largest manufacturers of communications equipment for the Armed Forces, the increased knowledge and facilities of today's efforts will bring you still finer Western Electric Radio units for better broadcasting tomorrow.



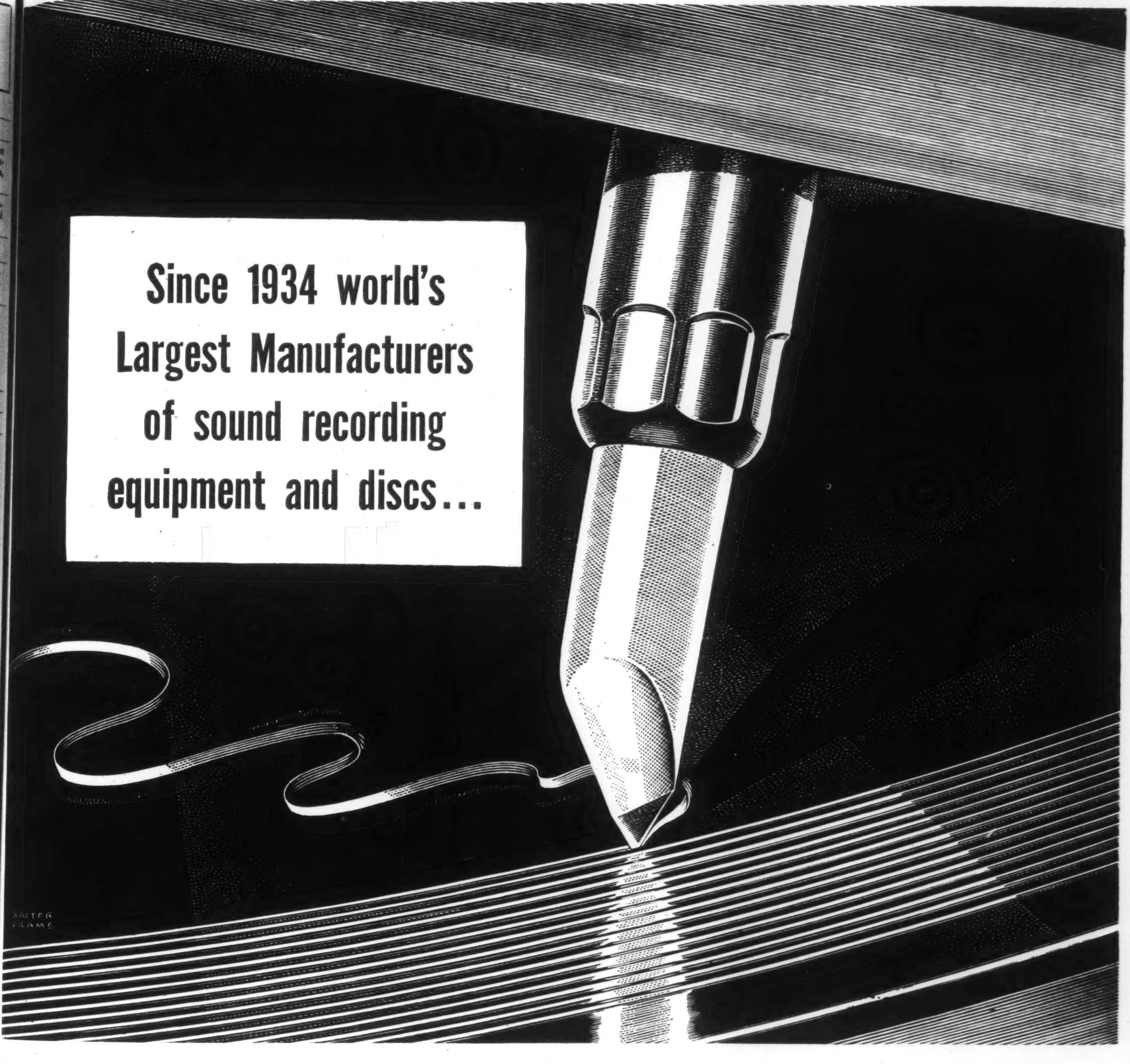
Electric

DIRECTORY OF BROADCASTING EQUIPMENT MANUFACTURERS

[Continued from Page 262]

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	PRODUCTS
*Imperial Record Co.	New York	2 West 46th St.	Bryant 9-0143	Eli E. Oberstein	Phonograph records
International-Stacey Corp.	Columbus, O.	875 Michigan Ave.	University 2123	Ferguson Barnes	Self-supporting and guyed uniform cross-section radiators, F-M, television and short wave antenna supporting towers, ground screens, airway towers
Isolantite Inc.	Belleville, N. J.	Belleville	Belleville 2-4600	H. L. Quick	High frequency radio insulators, coaxial transmission line and accessory equipment, special antenna equipment
Charles F. Jacobs	New York	270 Lafayette St.	Canal 6-0714	Charles F. Jacobs	Antenna spreaders, adjustable separator
Johns-Manville Sales Corp.	New York	22 E. 40th St.	Lexington 2-7600	H. R. Berlin	Acoustical materials, sound isolation construction, insulation roofing, noise quieting treatment, asphalt tile flooring
E. F. Johnson Co.	Waseca, Minn.	Waseca	....	Lloyd W. Olander	Directional antenna phasing and coupling equipment, tower lighting filters and chokes, gas-filled and air condensers, inductors and RF chokes, coaxial lines and open wire transmission line supports, RF contactors and switches, insulators, tube sockets, high frequency antennas
Kenyon Transformer Co. Inc.	New York	840 Barry St.	Dayton 9-0100	Richard B. Shimer	Transformers, studio to power
Kluge Radio Co.	Los Angeles, Cal.	1913 Montrose St.	....	Myron E. Kluge	Discontinued for duration
Lapp Insulator Co.	LeRoy, N. Y.	Gilbert St.	LeRoy 385	Brent Mills	Tower and mast footing and guy insulators, pipe mast insulators, vertical radiator insulators, porcelain water coils and pipe entrance insulators, stand-off and transmission line insulators, special radio insulators, condensers–high pressure gas filled from 100 mmf, 7.5 Kv carrier RMS to 2000 mmf, 15 Kv
Lehigh Structural Steel Co.	New York	17 Battery Place	Whitehall 4-1424	J. F. Neary	Vertical radiators, radio towers
Lektra Laboratories Inc.	New York	30 E. 10th St.	Algonquin 4-0230	B. Eisenberg	Microphone, inter-communicating systems
John E. Lingo & Sons, Inc.	Camden, N. J.	Camden	Camden 0487	J. E. Lingo	Tubular steel vertical radiators, turnstile antennas (for FM and television), ultra high frequency antennas, portable vertical radiators (dural for emergency uses), UHF antenna support poles
Lifetime Sound Equipment Co.	Toledo, O.	1101 Adams St.	Main 5643	Wm. H. Manoff	Microphones, floor stands, speakers, baffles, microphone cable, accessories
Littelfuse Inc.	Chicago	4757 Ravenswood Ave.	Longbeach 7778	G. E. Spates	High voltage fuses, high voltage fuse mountings, fuse clips, low voltage instrument fuses, fuse mounting, video and vacuum fuses, special fuses
*Lowell Needle Co. Inc.	Putnam, Conn.	1 Wildore St.	186	Elliott D. Dean	Needles
Memovox Inc.	Beverly Hills, Cal.	405 N. Maple Drive	Bradshaw 2-4479	Walter M. Fagan	Recording and transcribing instruments
*Miles Reproducer Co. Inc.	New York	812 Broadway	Gramercy 5-9466	J. M. Kuhlik	Sound on film machines
*Mirror Record Corp.	New York	58 W. 25th St.	Chelsea 3-2222	P. K. Trautwein	Blank discs, recording accessories
National Battery Co.	St. Paul, Minn.	First National Bank Bldg.	Cedar 7471	G. W. Mixon	Storage batteries
Northern Electric Co. Ltd.	Montreal, Quebec	1261 Shearer St.	Wilbank 3131	S. T. Fisher	Microphones, speech input equipment, transmitters, antenna systems and accessory equipment
Ohmite Manufacturing Co.	Chicago	4835 W. Flournoy St.	Austin 0068	Roy S. Laird	Chokes, R. F. plate chokes and power line chokes; resistors, wire-wound, vitreous enameled, fixed or adjustable; rheostats, all porcelain, vitreous enameled, close control; switches, rotary tap, all ceramic high current
Pacific Sound Equipment Co.	Hollywood, Cal.	1534 Cahuenga Blvd.	Heampstead 5141	William L. Maas	Playback machines, recording equipment and accessories
Par-Metal Products Corp.	New York	32-62 49th St.	Astoria 8-8905	A. A. Parmet	Steel relay racks, cabinets, panels, chassis and accessories for transmitters and audio equipment
*Permo Products Corp.	Chicago	6415 Ravenswood Ave.	Briargate 2420	E. C. Steffens	Playback needles and recording styli
*Phonograph Needle Mfg. Co. Inc.	Providence, R. I.	42 Dudley St.	Dexter 5952	J. Hayden Moody	Transcription needles
Poinsettia Inc.	Pitman, N. J.	100 Cedar St.	Pitman 511	F. Warner	Record manufacturing equipment and recorders
Precision Piezo Service	Baton Rouge, La.	427 Mayflower St.	5359	C. E. Pearce	Crystals and holders
Premier Crystal Laboratories Inc.	New York	63 Park Row	Beekman 3-2824	H. M. Bach	Crystals, crystal holders, dials, pilot light indicators, frequency meters, reactance meters, temperature controlled crystal oscillator with oven
*Presto Recording Corp.	New York	242 W. 55th St.	Circle 5-7760	Ralph C. Powell	Instantaneous sound recording equipment, blank discs, cutting and playing needles, transcription turntables
	Detroit	18288 Appoline Ave.	University 1-0180	Art Adams	
	Philadelphia	140 S. Juniper St.	Pennypacker 0542	Al Batis	
	Belmont, Mass.	350 Lake St.	Belmont 4510	Henry M. Lane	
	Kansas City, Mo.	302 Reliance Bldg.	Victor 4631	C. E. Terry	
	Minneapolis	88 S. Tenth St.	Atlantic 4216	E. H. Van Krevelan	
	Cleveland	1836 Euclid Ave.	Main 1565	Ernest P. Scott	
	Chicago	600 S. Michigan Ave.	Harrison 4240	Leroy W. Beier	
	Silver Spring, Md.	....	Shepherd 4003	M. F. Taylor	
	Los Angeles	5334 Hollywood Blvd.	Hillside 9133	Norman B. Neely	
	Seattle	104 Battery St.	Sen. 2560	L. D. Marsh	
	Dallas	P. O. Box 1805	Dallas 37093	J. Earl Smith	
	Rochester, N. Y.	76 Brookwood Rd.	Cul. 5548	Geo. S. Driscoll	
	Denver	507 Fourteenth St.	Ch. 4277	R. C. Mulnix	
	Montreal	702 Dominion Sq. Bldg.	Mar. 6368	Walter P. Downs	
	New York	25 Warren St.	Barclay 7-5513	M. Simmons	
*Radiad Service	Chicago	720 W. Schubert Ave.	Buckingham 4800	Edward L. Foertsch	Transcription players, transcription carrying cases
Radio City Products Co. Inc.	New York	127 W. 26th St.	Wisconsin 7-0486	M. Reiner	Vacuum tube voltmeters, volt-ohm-milliameters, tube testers, resistance limit bridges, selective circuit analyzers, oscillators, signal generators, oscilloscopes

(Continued on Page 270)

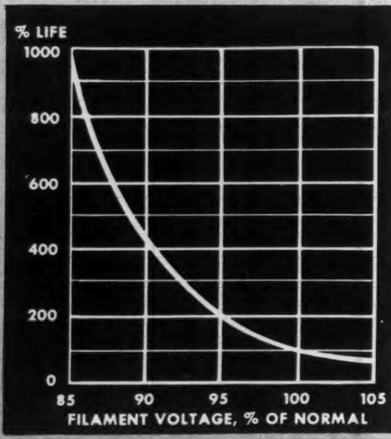


Since 1934 world's Largest Manufacturers of sound recording equipment and discs...

.... now becoming a major supplier of Electronic Equipment for the Armed Forces

Presto Recording Corporation

NEW YORK, N. Y., U. S. A.

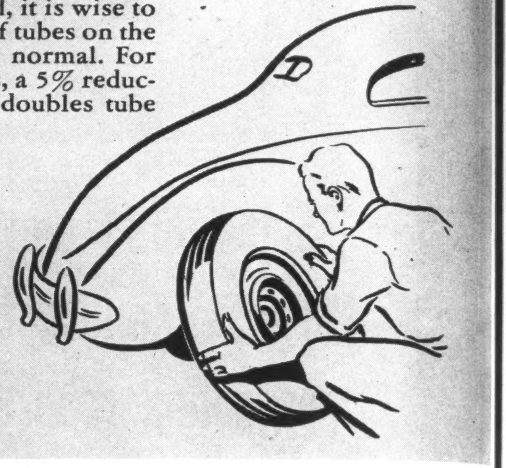


◀ REDUCE FILAMENT VOLTAGE

Whenever tubes are lightly loaded, it is wise to operate the filaments of all types of tubes on the low side—as much as 5% below normal. For tubes with pure tungsten filaments, a 5% reduction in filament voltage actually doubles tube life. See accompanying chart.

ROTATE SPARES ▶

Like auto tires, vacuum tubes should not stand unused for long periods. Rotate your spares to assure every bit of service of which they are capable.



HOW TO MAKE TRANSMITTING

LONG LIFE—not maximum output—is the keynote of transmitting tube operation today in many services where, because of war restrictions, it may prove difficult to replace tubes that wear out. Since care in the use of tubes—even far beyond what might ordinarily be considered necessary—should pay big dividends in longer life, the following suggestions are worthwhile:

HIGH-VACUUM TYPES

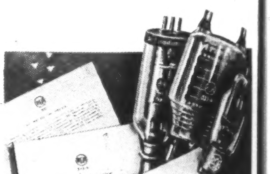
For tube types using pure tungsten filaments, a reduction of only 5% in the filament voltage doubles tube life. A reduction of 15% increases it almost tenfold! Thus, for types such as the 207, 891, etc., it is wise to decrease filament voltage to 80% of normal for standbys of less than two hours. For longer periods, the tubes should be shut down.

Care should always be taken in starting up tungsten filaments. Never should the filament current exceed, even momentarily, a value of more than 150% of normal.

For types using thoriated-tungsten filaments and oxide-coated filaments, the filament may be operated on the low side—as much as 5% below normal voltage—if the loading is light. The filament voltage should be increased gradually to maintain output. Toward the end of life, additional service may be obtained by operating the filament above its rated voltage. During standby periods of less than 15 minutes, the filament voltage may be decreased to 80% of normal to conserve life.

For heater-cathode tube types, where some operating delay can be tolerated, it is a good practice to drop the heater voltage as much as 20% during long or frequent standby periods.

For all types, reduce dissipation of grids and plates to a minimum to avoid overloading and, thus, obtain materially longer life.



Use the RCA Instruction Sheets as your guide to conservative transmitting tube use for long, dependable operation! Sheets on any RCA Tube gladly sent upon request.

RCA **Transmitting**

PROVED IN COMMUNICATION'S MOST EXACTING

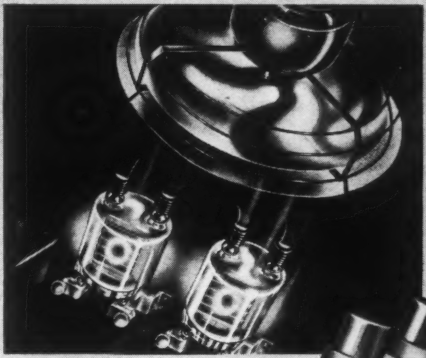
CAUTION
TRANSMITTING TUBES ON DUTY

RESTS DURING STANDBYS

As indicated below, there are worthwhile opportunities for conserving tube life during long or frequent standbys.

KEEP THEM COOLER ▶

A good way to increase the life of tubes is to keep them cooler. One method of doing this is to reduce plate voltage and dissipation to the lowest permissible limits. Another, and often more feasible, method is to use forced-air cooling. Use it on tubes, even where it is not specified and increase it above the normal amount where it is specified.



TUBES LAST LONGER

MERCURY-VAPOR TYPES

Operation of mercury-vapor rectifier tubes at conservative ratings and in conjunction with properly designed smoothing filters is your best assurance of long, satisfactory performance. Other factors worthy of consideration are:

Before putting tubes into service, always wipe bulbs clean to avoid leakage and resultant heating effects.

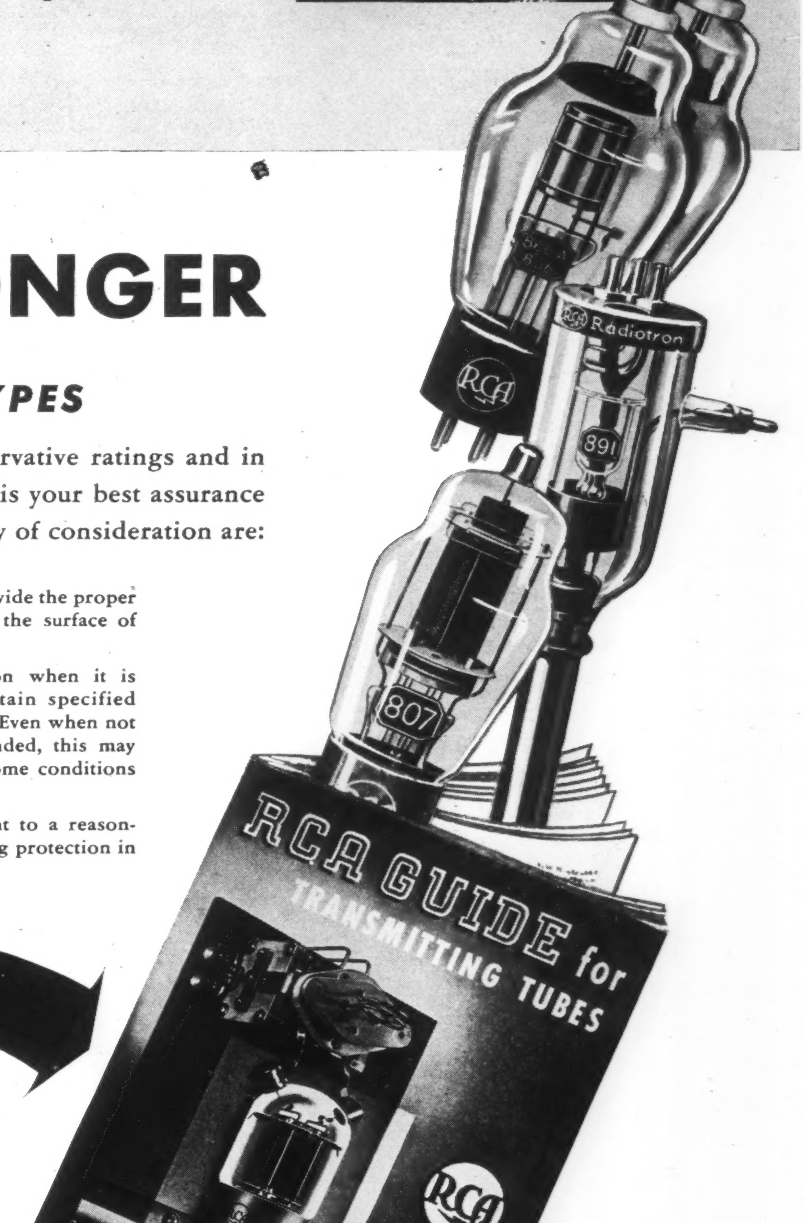
Heat tubes adequately (without application of plate voltage) to distribute mercury properly the first time they are used.

Before applying plate voltage, always allow adequate time for preheating cathodes to insure proper mercury-vapor pressure.

Maintain filament voltages within specified limits to provide the proper amount of barium at the surface of the cathodes.

Use forced ventilation when it is recommended to obtain specified ambient temperature. Even when not specifically recommended, this may be desirable under some conditions of operation.

Limit arc-back current to a reasonable value by including protection in the equipment.


RCA Radiotron
RCA
891
807
RCA GUIDE for TRANSMITTING TUBES
RCA
For ENGINEERS EXPERIMENTERS
Includes SPECIAL CHART FOR TRANSMITTING TUBES (Air- and Water-Cooled) CATHODE-RAY TUBES, SPECIAL-PURPOSE TUBES AND PHOTOTUBES
Price 35 Cents
RCA MANUFACTURING COMPANY, INC. CAM

1942 RCA GUIDE FOR TRANSMITTING TUBES

Completely revised with much new material added, including Special Reference Chart of air-cooled and water-cooled transmitting tubes, transmitting and television rectifiers, cathode-ray tubes, phototubes and special-purpose tubes. 37 pages devoted to transmitting tube data; 6 pages to transmitting-circuit facts; and 20 pages to transmitter construction. Price 35c through RCA Tube and Equipment Distributors, or from Commercial Engineering Section, RCA Manufacturing Co., Inc., Harrison, N. J.

Tubes

APPLICATIONS

DIRECTORY OF BROADCASTING EQUIPMENT MANUFACTURERS

[Continued from Page 266]

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	PRODUCTS
*Radio Corporation of American (RCA Victor Division)	Camden, N. J. New York Chicago San Francisco Dallas Atlanta	Front & Cooper Sts. 411 Fifth Ave. 589 E. Illinois St. 170 Ninth St. Santa Fe Bldg. Citizens & Southern Bank Bldg.	Camden 8000 Ashland 4-7605 Delaware 4300 Hemlock 8300 Dallas 7-1371 Walnut	I. R. Baker T. A. Smith S. W. Goulden	Transmitters, tubes, microphones, speech input equipment and associated apparatus, field intensity meters, frequency monitors, modulation monitors, beat frequency oscillators, cathode ray oscillographs, mica condensers, faradon condensers, transcription turntables, laboratory and test equipment, television, facsimile equipment, antenna phasing equipment
*RCA Victor Co. Ltd.	Montreal, Quebec Vancouver, B. C. Calgary, Alta. Winnipeg, Man. Toronto, Ont. Halifax, N. S.	Lenoir St. 1206 Homer St. 537 Eight Ave. 168 Main St. 36 Bredalbane St. 99 Brunswick St.	Wellington 3671 Marine 3671 Maine 4476 97201 Midway 8454 Bishop 6187	J. L. McMurray F. A. Boyle F. T. Myles E. P. Burns N. J. Sims C. C. Bowers	Transmitters, transmitter accessories, transcription turntable equipment, microphone accessories, monitoring and test equipment, transmitting tubes, speech input equipment, acetate recording blanks, amplifiers, antennas, crystals, condensers, field amplifier equipment, recording equipment, microphones, faradon condensers, facsimile equipment, television equipment
Radio Engineering Labs. Inc.	Long Island City, N. Y.	35-54 36th St.	Ravenswood 8-2340	Chas. M. Srebroff	Frequency modulation broadcast transmitters
Radiotone Inc.	Hollywood, Cal.	7356 Melrose Ave.	York 7204	W. H. Snow	Recording machines, recording amplifiers, recording accessories
*Rangertone Inc.	Newark, N. J.	73 Winthrop St.	Humboldt 2-0123	H. M. Neustadt	Phonograph recording needles, chimes, chimes vibraharp and bell recordings
The Rauland Corp.	Chicago	4245 N. Knox Ave.	Mulberry 5000	R. M. Gray	Pre-amplifiers, monitoring amplifiers, intercommunication systems, microphones
*Recoton Corp.	New York	178 Prince St.	Walker 5-6151	S. Nester	Sapphire and steel cutting needles, sapphire playback needles, steel transcription needles, record renewer for acetate records, blanks
The Charles E. Schuler Engineering Co.	Newark, O.	Box 631	4319	Charles E. Schuler	Full line of self-supporting and guyed radio towers
Scientific Radio Service	Hyattsville, Md.	4301 Sheridan St.	Hyattsville 0535	H. D. Eisenhauer	Piezo-electric crystals
*Shure Brothers	Chicago	225 West Huron St.	Delaware 8381	J. A. Berman	Microphones, microphone stands, accessories, pickups, call letter nameplates
*Sound Apparatus Co.	New York	150 W. 46th St.	Bryant 9-8776	A. W. Niemann	Automatic graphic high speed level recorders, frequency response recorders
*Speak-O-Phone Recording & Equipment Co.	New York	23 W. 60th St.	Columbus 5-1350	C. A. Austin	Recording equipment
*Speedy-Q-Sound Effects	Los Angeles, Cal.	1344 So. Flower St.	Prospect 2035	Harry Gennett, Jr.	Sound effect records

(Continued on Page 272)

IDECO

BUILDERS OF

Radio Towers

RECENT INSTALLATIONS

WJR . MICHIGAN
WHKC . . . OHIO
WGBF . INDIANA
KRLH . . TEXAS
WFBC . SOUTH CAROLINA
WMMN . WEST VIRGINIA
WISH . . INDIANA
WDOD . TENNESSEE

●

INTERNATIONAL-STACEY CORP.
INTERNATIONAL DERRICK & EQUIPMENT DIVISION
COLUMBUS, OHIO

P-A Controls

★ For P-A equipment and setups, control room, remote pickup and transmitting equipment generally, just remember that you can standardize on Clarostat. It's a remarkably complete line. Also, for years Clarostat has been standard equipment in most broadcasting stations.

Today Clarostat is 100% in war production. That comes first. But inasmuch as broadcasting remains an essential part of winning the war, you can still get Clarostat replacements with proper priorities. Therefore . . .

Ask your Clarostat jobber about the controls and resistors you need. He can help you with wartime problems. Or write us for loose-leaf catalog.

Widest choice of sound-system controls— T- and L-pads, mixers, faders, etc.

Constant-impedance output attenuators for distortionless control of loud-speakers.

Wire-wound potentiometers and rheostats, single and multiple units, tapers, taps.

Composition-element controls with new Stabilized Element providing new standard of performance and life.

Power resistors, flexible resistors, glass-insulated resistors and heating elements, ballasts, etc.

★

CLAROSTAT

Controls and Resistors

CLAROSTAT MFG. CO., Inc. · 285-7 N. 6th St., Brooklyn,

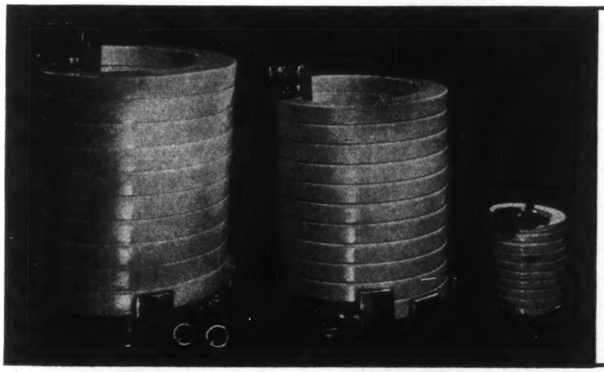
FOR HIGH-FREQUENCY POWER SOURCES

LAPP GAS-FILLED CONDENSERS

In any electronic circuit, wherever lump capacitance is needed, Lapp condensers will save space, save power and save trouble. Available for duty at almost any conceivably-useable voltage rating and capacitance, they bring to any application notable mechanical and electrical advantages: practically zero loss, smallest space requirement, non-failing, puncture-proof design, constant capacitance under temperature variations. *Shown, at left, Unit No. 25934, rated at 200 amp., 6500 volts, capacitance variable 4300 mmf. to 11000 mmf.; right, Unit No. 23722, rated at 50 amp., 7500 volts, capacitance 45 mmf. to 75 mmf.*

STANDOFF, BOWL, ENTRANCE INSULATORS

Standoff, bowl, entrance and other special-purpose insulators are available in wide range as standard Lapp catalog items. Other insulators of special design are easily produced by Lapp methods, either in porcelain or steatite. The wide choice of such insulators available from Lapp simplifies the design of high-frequency equipment. Also, Lapp is equipped for production of many special assemblies, of porcelain or steatite, and the associated metal parts.



LAPP PORCELAIN WATER COILS

For cooling of high-frequency tubes in radio transmitters and other electronic power sources, Lapp porcelain water coils have been widely used. With nothing about the porcelain to deteriorate, sludging is eliminated, and with it the need for cleaning and water changes. Porcelain pipe and fittings in any needed size are also available as catalog items. We welcome inquiry on any Lapp equipment for experimental or industrial electronic application.

Lapp

INSULATOR CO., INC.

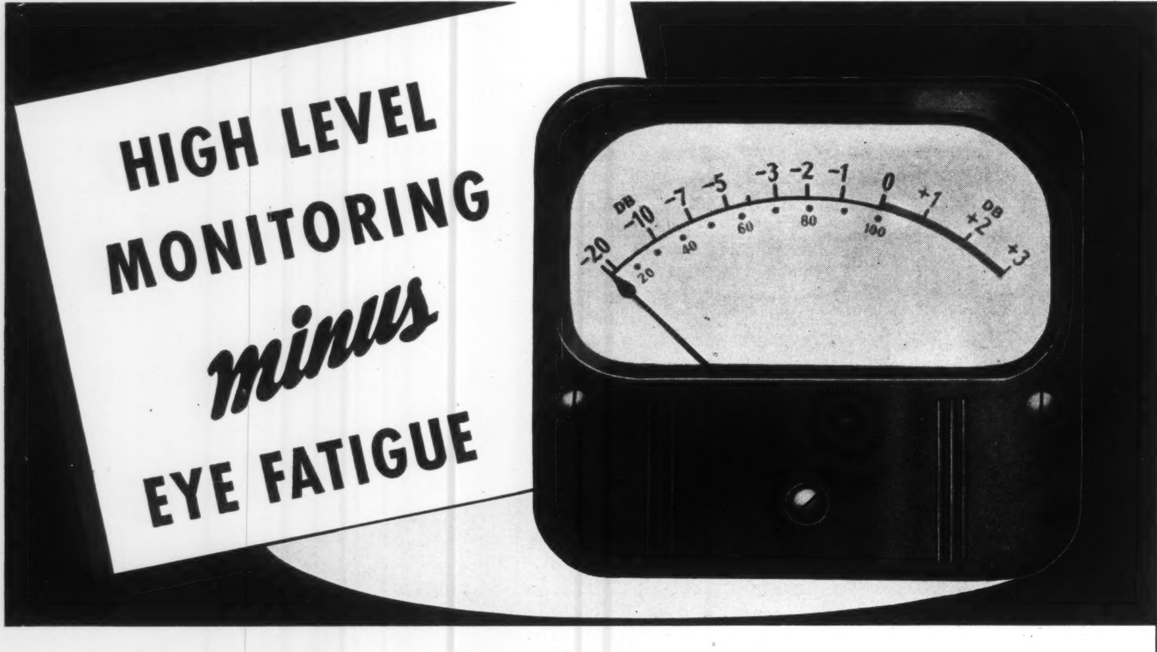
LEROY, N. Y.

ARMY E NAVY

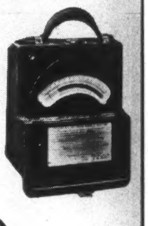
DIRECTORY OF BROADCASTING EQUIPMENT MANUFACTURERS

Continued from Page 270

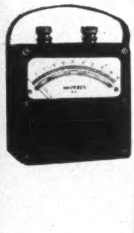
NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	PRODUCTS
Standard Electrical Products Co.	St. Paul, Minn.	300 E. Fourth St.	Cedar 2211	Solen M. Goffstein	Relays, variable transformers
Swan Engineering Co. Inc.	Newark, N. J.	410 Frelinghuysen Ave.	Bigelow 8-2020	George Swan	Fabricated bent tubular parts
Taylor Tubes Inc.	Chicago	2342 Wabansia Ave.	Armitage 1730	Frank J. Hajek	Transmitting tubes
Tech Laboratories	Jersey City, N. J.	7 Lincoln St.	Journal Square 4-1066	Henry Kovarik	Discontinued for duration
Thordarson Electric Mfg. Co.	Chicago	500 W. Huron St.	Whitehall 6444	C. Hahne	Transformers, reactors, wave filters, amplifiers, electronic devices
Tower Sales & Erecting Co.	Portland, Ore.	6100 NE Columbia Blvd.	Trinity 7303	C. H. Fisher	Vertical radiator installation, including piers, steel erection, ground system, lighting and painting
Triplett Electrical Instrument Co.	Bluffton, O.	Harmon Rd.	323-W	N. A. Triplett	Instruments, test equipment
Truscon Steel Co.	Youngstown, O.	Albert St.	Youngstown 32171	Geo. F. Bateson	Self supporting vertical radiators, uniform cross-section guyed masts, copper mesh ground screens
The Turner Co.	Cedar Rapids, Ia.	909 17th St. N. E.	3-2607	Harry W. Johnson	Microphones
United Electronics Co.	Newark, N. J.	42 Spring St.	Humboldt 2-0577	C. A. Rice	Transmitting tubes, rectifiers
United Transformer Co.	New York	150 Varick St.	Walker 5-4850	S. L. Barat	Transformers, reactors, voltage regulators, filters, equalizers, rectifiers
Universal Microphone Co. Ltd.	Inglewood, Cal.	424 Warren Lane	Orchard 7-4216	J. R. Fouch	Microphones
Universal Motor Co.	Oshkosh, Wis.	412 Universal Drive	613	C. J. Gaffney	Electric generating plants for standby service
Ward Leonard Electric Co.	Mt. Vernon, N. Y.	31 South Street	Mo. 8-9570	A. A. Berard	Rheostats, relays, resistors
*Webster Electric Co.	Racine, Wis.	Racine	Jackson 6776	R. Ferda	Phonograph pickups, recording heads, amplifiers
Western Electric Co. (**See Graybar Electric Co.**)					
*Western Sound & Electric Labs. Inc.	Milwaukee, Wis.	3512 W. St. Paul Ave.	West 3060	Edward M. Dieringer	Amplifiers, microphones, recording equipment, recorders
Westinghouse Electric & Mfg. Co.	Baltimore, Md.	2519 Wilkens Ave.	Edmondson 2300	C. F. Feast Walter C. Evans, V. P.	Amplitude and frequency modulated transmitters, custom built studio equipment, transmitting tubes, antenna phasing and tuning equipment, instruments, meters, relays, studio and tower lighting equipment, transformers, transmitting capacitors, circuit breakers, power entrance equipment, switches and indicating lights
Weston Electrical Instrument Corp.	Newark, N. J.	614 Frelinghuysen Ave.	Bigelow 3-4700	V. E. Jenkins	All types of electrical measuring instruments
Wincharger Corp.	Sioux City, Iowa	E. 7th and Division Sts.	8-6513	M. M. Lasensky	Radio towers (guyed) lighting equipment, anchors, erection, ground system
John Wright Instrument Maker	Portland, Ore.	5212 S. E. 87th Ave.	Sunset 4905	John Wright	Custom built electrical instruments, repair service



INSTRUMENTS FOR EVERY COMMUNICATIONS NEED

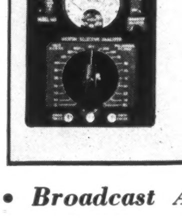


Model 45 Precision Portable DC Instruments



Model 430 Portable AC-DC Instruments

Model 763 Direct-Reading Ohmmeter



Model 665 Volt-Ohm-Milliammeter

WESTON
TYPE 30
VOLUME LEVEL INDICATOR

With improved pointer action which reduces fluttering to a minimum, plus a widely spaced scale with minimum markings, the WESTON Type 30 Volume Level Indicator *forestalls* eye-strain and fatigue . . . materially aiding the operator in maintaining a high standard of signal quality. Complete information on Type 30, as well as on other instruments for use in broadcasting, communications and allied fields is available. Write to Weston Electrical Instrument Corporation, 641 Frelinghuysen Ave., Newark, N. J.

The News Gets Around

KVAK WBTA WPAD
WJRD WMFJ KGFW KADA KEYS
WTAL WHBF KFFA WFIN KFEQ KJHI
WRAL KVCV KODL WJHL WLBC KFUN WTCM WGAA
WSPA KHSL KUJ WCBI WLAG KWRC WKRO
WDBC KDYL WMSL KWIL WDEF
WIOD WINN WMRC KCRJ KFXM WLBF WRDR
KOVO KSCJ KXL WROL KWTN WCBT
WMRN WJHO WFIG WJHL WSIX KABR KWBD WDAK WPAY
KORN WMFD KUTA WAPO WHUB WGAC
WGTC WCAX KGLO
KBIZ WSAZ WKNE WISE
KFRO KDTH
WTOC WGGA
WSOC KBWD KRLC
KSKY WKMO

The news gets around and today's big news is the efficiency, strength and low cost of Wincharger Vertical Radiator.

A sensationally increasing number of commercial stations are using these towers. These stations know their audiences have better listening because the scientific design of Wincharger Vertical Radiators insure the top signal strength needed for strong efficient coverage. They also know they have the ideal directional array towers, because slender, uniform, cross sections insure current distribution that closely follows the ideal sinusoidal curve.

. . . But, efficiency alone is only a part of the story. The sturdy Wincharger Vertical Radiators naturally have * the attractive appearance so essential to distinguished stations * the durability that shows up in lowered maintenance cost.

Combine all of these advantages with a sensationally LOW INITIAL COST and it's easy to see why more stations are using Wincharger Vertical Radiators every day.

Complete erection service, including lighting equipment, anchors, base and ground system, is available.

WRITE TODAY FOR COMPLETE
DETAILS AND QUOTATIONS.

WHLN WHBQ WSYB WJZM WJPF KMYC
WSKB WROL WFTM KGA WMT KDAL WLBZ KPAS WPAR KGY WFHR KYAN WQBC KVFD
XEAW WGAA WOPI WMDF WHBB WBLJ KSLM KFSG KRKO WHMA KROS
WTMC KFXJ WJPR WHBB WKVO WIGM WAGF WCOS

WINCHARGER VERTICAL RADIATOR

WINCHARGER CORPORATION SIOUX CITY, IOWA

Board of War Communications

(Formerly the Defense Communications Board; name changed by Executive Order of President Roosevelt, June 15, 1942)

Organization and Functions

Creation and Authority: The Defense Communications Board (now Board of War Communications) was created by Executive Order of the President on Sept. 24, 1940 under authority of the Communications Act of 1934 (48 Stat. 1064), as amended.

MEMBERS

James Lawrence Fly, Chairman, FCC, *chairman.*
Maj. Gen. Dawson Olmstead, Chief Signal Officer, U. S. Army.
Capt. Carl F. Holden, Director of Naval Communications
Breckenridge Long, Assistant Secretary of State
Herbert E. Gaston, Assistant Secretary of the Treasury, *secretary.*
Capt. R. J. Mauerman, Coast Guard, *Assistant Secretary.*

ALTERNATES

E. K. Jett, Chief Engineer, FCC.
Brig. Gen. Frank E. Stoner, Chief, Army Communications Branch
Capt. Thomas B. Inglis, Assistant Director of Naval Communications
Francis C. deWolf, Division of International Communications, State Dept.
Capt. E. M. Webster, Coast Guard.

EXECUTIVE ORDER

Creating the DCB and Defining Its Functions and Duties

WHEREAS coordinated planning for the most efficient control and use of radio, wire, and cable communication facilities under jurisdiction of the United States in time of national emergency involves the consideration of the needs for communications of the armed forces of the United States, of other government agencies, of industry, and of other civilian activities; and

WHEREAS such planning must be accomplished as a matter of preparation for national defense; and

WHEREAS the interest of national defense in the matter of control and use of communication facilities during any war in which the United States may become a belligerent is deemed paramount:

NOW, THEREFORE, by virtue of the authority vested in me as President of the United States, and by the Communications Act of 1934 (48 Stat. 1064), as amended, it is ordered as follows:

1. There is hereby created the "Defense Communications Board," hereinafter called the Board, consisting of the Chairman, FCC, the Chief Signal Officer of the Army, the Director of Naval Communications, the Assistant Secretary of State in charge of the Division of International Communications, and the Assistant Secretary of the Treasury in charge of Treasury Enforcement Activities.

2. The functions of the Board shall be, with the requirements of national defense as a primary consideration, to determine, coordinate, and prepare plans for the national defense, which plans will enunciate for and during any national emergency—

a. The needs of the armed forces of the United States, of other governmental agencies, of industry, and of other civilian activities for radio, wire, and cable communication facilities of all kinds.

b. The allocation of such portions of Governmental and non-Governmental radio, wire, and cable facilities as may be required to meet the needs of the armed forces, due consideration being given to the needs of other Governmental agencies, of industry, and of other civilian activities.

c. The measures of control, the agencies to exercise this control, and the principles under which such control will be exercised over non-military communications to meet defense requirements.

3. The chairman of the FCC shall be the chairman of the Board. In the absence of the designated chairman, the temporary chairmanship shall devolve upon the remaining members of the Board in the following order:

1. The Chief Signal Officer of the Army or the director of Naval Communications, whichever may be senior in rank.

2. The Chief Signal Officer of the Army or the director of Naval Communications, whichever may be junior in rank.

3. The Assistant Secretary of State in charge of the Division of International Communications.

4. The Assistant Secretary of the Treasury in charge of the Coast Guard.

In the absence of any regularly designated member, the agency which he represents may be represented by an alternate from that agency, designated by the head thereof, but such alternate shall not serve as chairman. The Assistant Secretary of the Treasury in Charge of the Coast Guard is designated as the Secretary of the Board.

4. The Board shall take no cognizance of matters pertaining to censorship. The Board shall study the physical aspects of domestic standard broadcasting and shall recommend such precautions, supplementary facilities and reallocations as it shall deem desirable under foreseeable military conditions. It shall also make plans for the speedy and efficacious use of all necessary facilities in time of military emergency.

5. The Board shall appoint such committees as may be necessary to carry out its functions and to provide for continuing studies and for contact with other Government agencies and with the civil communication industry.

6. Except as otherwise instructed by the Board, committees appointed thereby shall have no power to make final disposition of any matter presented to them by the Board for study, but they shall express by written report their findings and recommendations. Minority reports may be submitted if deemed of sufficient importance to warrant further consideration by the Board.

7. The Board and the committees shall call for consultation such representatives of other Government agencies and of the civilian communication industry as may be deemed advisable in obtaining full knowledge of the situation being studied, to the end that the needs of all may be considered and provided for in so far as the situation permits. Other Governmental agencies are directed to cooperate in providing assistance required by the Board in its studies.

8. During any war in which the United States is a belligerent, or any national emergency, the existing Interdepartment Radio Advisory Committee shall act as a Committee of the Board, but only in an advisory capacity. While the Interdepartment Radio Advisory Committee is so acting as an advisory committee, all of its reports, recommendations, or communications normally prepared for submission to the President shall instead be submitted to the Board, for consideration from the standpoint of national defense and for disposition.

9. Reports containing the findings and recommendations of the Board shall be submitted to the President for final action through one of his administrative assistants.*

FRANKLIN D. ROOSEVELT
The White House
Sept. 24, 1940

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*NOTE: Administrative Order of the President dated January 7, 1941, provides that the work and activities of the Defense Communications Board shall be coordinated in and through the Office for Emergency Management under the direction and supervision of the President.

EXECUTIVE ORDER

Amending Executive Order No. 8546 of Sept. 24, 1940, creating the Defense Communications Board and Defining Its Functions and Duties

By virtue of the authority vested in me as President of the United States, and by the Communications Act of 1934 (48 Stat. 1064), as amended, it is ordered that Executive Order No. 8546 of September 24, 1940, creating the Defense Communications Board and defining its functions and duties, be, and it is hereby, amended by substituting for the words "Assistant Secretary of the Treasury in Charge of the Coast Guard," wherever they appear in the said order, the words "Assistant Secretary of the Treasury in Charge of Treasury Enforcement Activities."

FRANKLIN D. ROOSEVELT
The White House,
Dec. 6, 1941.

* * *

EXECUTIVE ORDER

Prescribing Regulations Governing the Use, Control and Closing of Radio Stations and the Preference or Priority of Communications

WHEREAS The Senate and House of Representatives of the United States of America in Congress assembled have declared that a state of war exists between the United States and the Imperial Japanese Government;

AND WHEREAS Section 606 of the Communications Act of 1934 (48 Stat. 1104; U.S.C., title 47, sec. 606) authorizes the President under such circumstances to cause the closing of any radio station and the removal therefrom of its apparatus and equipment, and to authorize the use or control of any such station and/or its apparatus and equipment by any agency of the Government under such regulations as the President may prescribe upon just compensation to the owners, and further authorizes him to direct that communications essential to the national defense and security shall have preference or priority;

AND WHEREAS It is necessary to insure the national defense and the successful conduct of the war that the Government of the United States shall take over, operate, and have use or possession of certain radio stations or parts thereof within the jurisdiction of the United States, and shall inspect, supervise, control or close other radio stations or parts thereof within the jurisdiction of the United States, and that there should be priority with respect to the transmission of certain communications by wire or radio;

NOW, THEREFORE, by virtue of authority vested in me under the Constitution of the United States and under the aforementioned joint resolution of Congress dated December 8, 1941, and under the provisions of the aforementioned Section 606 of the Communications Act of 1934, I hereby prescribe that from and after this date the Defense Communications Board created by the Executive Order of September 24, 1940 (hereinafter referred to as the Board) shall exercise the power and authority vested in me by Section 606 of the Communications Act of 1934 pursuant to and under the following regulations:

1. The Board shall determine and prepare plans for the allocation of such portions of governmental and non-governmental radio facilities as may be required to meet the needs of the armed forces, due consideration being given to the needs of other governmental agencies, of industry, and of other civilian activities.

2. The Board shall, if the national security and defense and the successful conduct of the war so demand, designate specific radio stations and facilities or portions thereof for the use, control, supervision, inspection or closure by the Department of War, Department of Navy or other agency of the United States Government.

3. The Board shall, if the national security and defense and the successful conduct of the war so demand, prescribe classes and types of radio stations and facilities or portions thereof which shall be subject to use, control, supervision, inspection or closure, in accordance with such prescription, by the Department of War, Department of Navy or other agency of the United States Government designated by the Board.

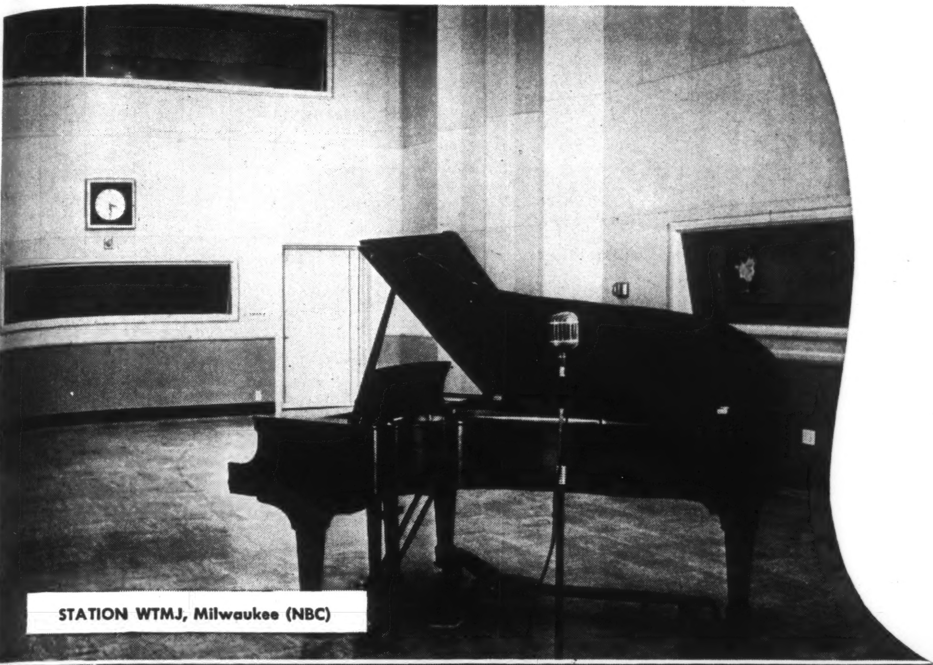
4. Every department and independent agency of the government shall submit to the Defense Communications Board, at such time and in such manner as the Board may prescribe, full information with respect to all use made or proposed to be made of any radio station or facility and of any supervision, control, inspection or closure which has been or is proposed to be effected pursuant to paragraph 3 hereof.

5. No radio station or facility shall be taken over and operated in whole or in part or subjected to governmental supervision, control or closure unless such action is essential to national defense and security and the successful conduct of the war. So far as possible, action taken pursuant to this Order shall not interfere with the procurement needs of civilian governmental agencies, the normal functioning of industry or the maintenance of civilian morale.

6. Until and except so far as said Board shall otherwise provide the owners, managers, boards of directors, receivers, officers and employees of the radio stations shall continue the operation thereof in the usual and ordinary course of business, in the names of their respective companies, associations, organizations, owners or managers, as the case may be.

7. The head of any department or agency which uses or controls any radio station pursuant to the terms of this Order shall ascertain the just compensation for the use or control of such radio station and recommend such just compensation in each such case to the President for approval and action by him in accordance with the provisions of subsection (d) of Sec

(*Continued on page 276*)



STATION WTMJ, Milwaukee (NBC)

STATION KPO, San Francisco (NBC)
STATION KGO, San Francisco (Blue Network)

Leading stations from coast to coast assure high broadcast quality with Sound Control by Johns-Manville

CFRB	Toronto, Ont., Can.
CKAC	Montreal, Que., Can.
CKGB	Timmins, Ont., Can.
KDKA	Pittsburgh, Pa.
KFJZ	Ft. Worth, Tex.
KGEI	San Francisco, Cal.
KGER	Los Angeles, Cal.
KGKO	Ft. Worth, Tex.
KGNC	Amarillo, Tex.
KGO-KPO	San Francisco, Cal.
KMBC	Kansas City, Mo.
KMOX	St. Louis, Mo.
KNX	(Columbia Square) Hollywood, Cal.
KOWH	Omaha, Nebr.
KOY	Phoenix, Ariz.
KRE	Berkeley, Calif.
KSCJ	Sioux City, Iowa
KSL	Salt Lake City, Utah
KSTP	St. Paul, Minn.
KWKH	Shreveport, La.
KYSM	Mankato, Minn.
KYW	Philadelphia, Pa.
WABC	(CBS Key Station) New York, N. Y.
WAIT	Chicago, Ill.
WAKR	Akron, Ohio
WBBM	Chicago, Ill.
WBEN	Buffalo, N. Y.
WBNS	Columbus, Ohio
WBTM	Danville, Va.
WCAL	Northfield, Minn.
WCKY	Cincinnati, Ohio
WCHS	Charleston, W. Va.
WCOU	Lewiston, Me.
WCSC	Charleston, S. C.
WCSH	Portland, Me.
WDAF	Kansas City, Mo.
WDAN	Danville, Ill.
WDRC	Hartford, Conn.
WEBC	Duluth, Minn.
WFAA	Dallas, Texas
WFBR	Baltimore, Md.
WFIL	Philadelphia, Pa.
WFMJ	Youngstown, O.
WGES	Chicago, Ill.
WGN	(Tribune Square) Chicago, Ill.
WGY	Schenectady, N. Y.
WHAS	Louisville, Ky.
WHBC	Canton, Ohio
WHCO	Ithaca, N. Y.
WHYN	Holyoke, Mass.
WIRE	Indianapolis, Ind.
WISH	Indianapolis, Ind.
WJJD	Chicago, Ill.
WJLS	Beckley, W. Va.
WKIP	Poughkeepsie, N.Y.
WKY	Okla. City, Okla.
WLAW	Lawrence, Mass.
WLAY	Grand Rapids, Mich.
WLOL	Minneapolis, Minn.
WLS	Chicago, Ill.
WNAX	Yankton, S. Dak.
WNBC	Hartford, Conn.
WNYC	New York, N. Y.
WOAI	San Antonio, Tex.
WOI	Ames, Ia.
WOR	Newark, N. J.
WOV	New York, N. Y.
WOW	Omaha, Nebr.
WOWO	Ft. Wayne, Ind.
WPFT	Raleigh, N. C.
WRC	Washington, D. C.
WRNL	Richmond, Va.
WSAL	Salisbury, Md.
WSPA	Spartanburg, S. C.
WTAM	Cleveland, Ohio
WTHT	Hartford, Conn.
WTMJ	Studios Milwaukee, Wisc.
WWNC	Asheville, N. C.
WWJ	Detroit, Mich.
Ashtabula Star Bureau,	Ashtabula, Ohio
Belle Isle Radio Station,	Detroit, Mich.
Dept. of Interior,	Washington, D. C.
Merchandise Mart (NBC)	Chicago, Ill.
Radio City,	Hollywood, Calif.
Radio City,	N. Y. City, N. Y.
Silverspire Broadcasting Co.	St. Catherines, Ont., Can.

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★

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If you have a sound control problem—whether it involves acoustical correction or sound isolation—Johns-Manville Engineers can show you how to achieve the best results at minimum cost. For complete details, write Johns-Manville, 22 East 40th St., New York.

JOHNS-MANVILLE

SOUND-CONTROL MATERIALS AND ACOUSTICAL ENGINEERING SERVICE

(Continued from page 274)

tion 606 of the Communications Act of 1934 (U.S.C., title 47, sec. 606 (d)).

8. By subsequent order of the Board, the use, control, or supervision of any radio station or facility or class or type thereof assumed under the provisions of this Order may be relinquished in whole or in part to the owners thereof and any restrictions placed on any radio station or facility pursuant hereto may be removed in whole or in part.

9. The Board is hereby designated, in accordance with the provisions of Section 606(a) of the Communications Act of 1934, to make such arrangements as may be necessary in order to insure that communications essential to the national defense and security shall have preference or priority with any carrier subject to the Communications Act of 1934. The Board may issue any regulations which may be necessary to accomplish this purpose.

10. All terms herein used shall have the meanings ascribed to such terms in Section 3, as amended, of the Communications Act of 1934.

11. All regulations of general applicability issued by the Secretary of War, the Secretary of the Navy, or any other governmental agency under these Presidential regulations shall be published in the Federal Register.

Franklin D. Roosevelt
The White House,
Dec. 10, 1941.

* * *

EXECUTIVE ORDER

Prescribing Regulations Governing the Use, Control, and Closing of Stations and Facilities for Wire Communications

WHEREAS section 606 (d) of the Communications Act of 1934 (48 Stat. 1104; U.S.C., title 47, sec. 606), as amended by the act of January 26, 1942, Public Law 413, 77th Congress, provides, in part as follows:

Upon proclamation by the President that there exists a state or threat of war involving the United States, the President, if he deems it necessary in the interest of the national security and defense, may, during the period ending not later than six months after the termination of such state or threat of war and not later than such earlier date as the Congress by concurrent resolution may designate*** (2) cause the closing of any facility or station for wire communication and the removal therefrom of its apparatus and equipment, or (3) authorize the use or control of any such facility or station and its apparatus and equipment by any department of the Government under such regulations as he may prescribe, upon just compensation to the owners.

WHEREAS the United States is now at war with the Empire of Japan, Germany, and Italy; and

WHEREAS it is necessary in the interest of the national security and defense, and for the successful prosecution of the war that the Government of the United States take over, use, and operate certain facilities for wire communication, or parts thereof, within the jurisdiction of the United States, and inspect, supervise, control, or close certain facilities for wire communication, or parts thereof, within the jurisdiction of the United States:

NOW, THEREFORE, by virtue of the authority vested in me by the aforementioned section 606 (d), as amended, of the Communications Act of 1934, and as President of the United States, it is hereby ordered that from and after this date the Defense Communications Board (hereinafter referred to as the Board) created by Executive Order No. 8546 of September 24, 1940, shall exercise the power and authority vested in me by section 606 (d) of the said Communications Act of 1934, as amended, pursuant to and under the following regulations:

1. The Board shall determine and prepare plans for the allocation of such portions of governmental and non-governmental wire facilities as may be required to meet the needs of the armed forces, due consideration being given to the needs of other governmental agencies, of industry, and of other civilian activities.

2. The Board shall, if the national security and defense and the successful conduct of the war so demand, designate specific facilities for wire communication or portions thereof for the use, control, supervision, inspection or closure by the Department of War, Department of Navy or other agency of the United States Government.

3. The Board shall, if the national security and defense and the successful conduct of the war so demand, prescribe classes and types of facilities for wire communication or portions thereof which shall be subject to use, control, supervision, inspection or closure, in accordance with such prescription, by the Department of War, Department of Navy or other agency of the United States Government designated by the Board.

4. Every department and independent agency of the Government shall submit to the Defense Communications Board, at such time and in such manner as the Board may prescribe, full information with respect to all use made or proposed to be made of any facility for wire communication and of any supervision, control, inspection or closure which has been or is proposed to be effected pursuant to paragraph 3 hereof.

5. No facility for wire communication shall be taken over and operated in whole or in part or subjected to governmental supervision, control or closure unless such action is essential to national defense and security and the successful conduct of the war. So far as possible, action taken pursuant to this Order shall not interfere with the procurement needs o civilian governmental agencies, th normal functioning of industry or th maintenance of civilian morale.

6. Until and except so far as sai Board shall otherwise provide, th owners, managers, boards of directors receivers, officers and employees engaged in wire communication shal continue the operation thereof in th usual and ordinary course of business in the names of their respective companies, associations, organizations owners or managers, as the case may be.

7. The head of any department o agency which uses or controls any facility for wire communication pursuant to the terms of this Order shall ascertain the just compensation for the use or control of such facility and recommend such just compensation in each such case to the President for approval and action by him in accordance with the provisions of subsection (e) of Section 606, as amended, of the Communications Act of 1934.

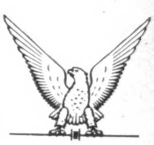
8. By subsequent order of the Board, the use, control, or supervision of any facility for wire communication or class or type thereof assumed under the provisions of this Order may be relinquished in whole or in part to the owners thereof and any restrictions placed on any station or facility for wire communication pursuant hereto may be removed in whole or in part.

9. All terms herein used shall have the meanings ascribed to such terms in Section 3, as amended, of the Communications Act of 1934.

10. All regulations of general applicability issued by the Secretary of War, the Secretary of the Navy, or any other governmental agency under these Presidential regulations shall be published in the FEDERAL REGISTER.

Franklin D. Roosevelt
The White House,
March 6, 1942.

BLILEY Crystals



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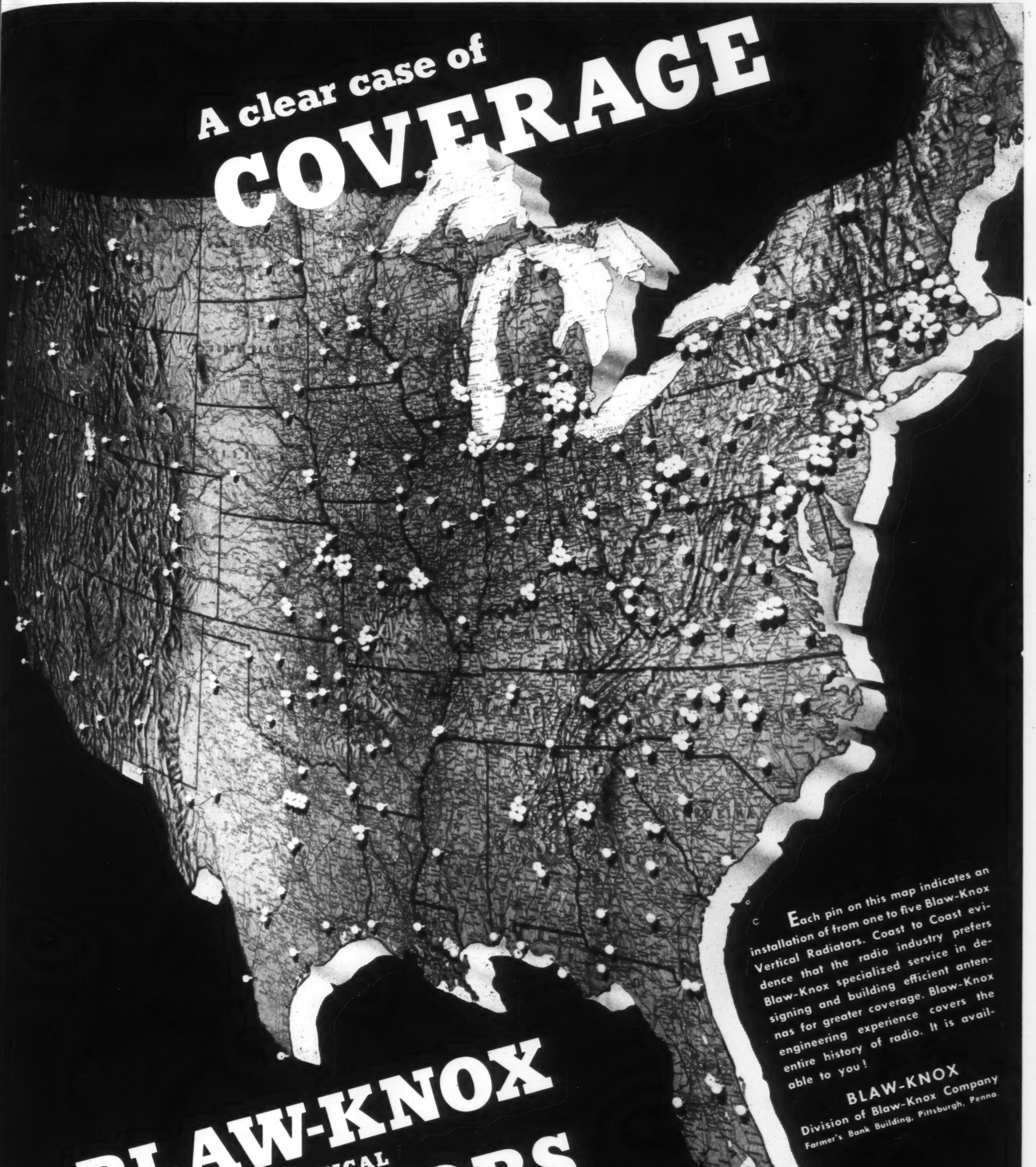

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RADIATORS
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Board of War Communications: Committees

Note: All alternates same affiliation as regular member unless otherwise indicated

The Board, acting under authority contained in Paragraphs 5 and 7, of the President's Order, designates the following committees to assist in carrying out its functions and to provide for continuing studies and for contact with other government agencies and with the civil communication industry. The Board, as it may deem necessary, from time to time, may appoint further committees or make changes or additions in existing committees or in the definitions of their respective functions. In addition to their other functions all of the committees named below should examine and consider existing and proposed precautions against interruptions of communication facilities within their purview, and should recommend any changes which might be considered necessary from the standpoint of national defense.

Coordinating Committee

The duties of the Coordinating Committee include assistance to the Board in planning and coordinating work. It will maintain liaison with the Law Committee, Labor Advisory Committee, and Industry Advisory Committee, for the purposes of advice and consultation and will supervise the work of the other committees, which will report directly to it. Members:

E. K. Jett, FCC, *chairman.*
Francis C. deWolf, State Dept.
Col. Wesley T. Guest, War Dept.
Comdr. Franz O. Willenbucher, Navy Dept.
Capt. E. M. Webster, Coast Guard.

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Law Committee

The duties of the Law Committee include the furnishing of legal opinions and advice and the drafting of final reports and recommendations, proposed Executive Orders, proclamations, and legislation. The Law Committee will report directly to the Board but will have liaison, for purposes of advice and consultation, with the Coordinating Committee, and, as may be deemed necessary, with other committees. Members:

Charles R. Denny, FCC, *chairman.*
Col. Conrad E. Snow, War Dept.
John E. Shea, Treasury Dept.
Comdr. Franz O. Willenbucher, Navy Dept.
Raymond T. Yingling, State Dept.

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Industry Advisory Committee

The duties of the Industry Advisory Committee include the submission of expert advice to the Board on all problems of general concern to the communications companies incident to the proper carrying out of the Board's national defense mission. With the requirements of national defense as a primary consideration, the Industry Advisory Committee will submit recommendations to the Board on such problems as are referred to it by the Board. The Industry Advisory Committee will report directly to the Board but will have liaison for the purpose of advice and consultation with the Coordinating Committee and the Labor Advisory Committee.

Whenever a problem involving domestic or international broadcasting shall arise, the Chairman of the Industry Advisory Committee shall notify the Chairman of the Domestic Broadcasting Committee or International Broadcasting Committee, as the case may be, and such Domestic or International Broadcasting Committee shall designate a Delegate to act as a member of the Industry Advisory Committee on that problem. Members and alternates:

Walter S. Gifford, A. T & T., *chairman;* Keither S. McHugh, alternate.
David Sarnoff, RCA; Dr. C. B. Jolliffe, alternate and *secretary.*
Jack Kaufman, Globe Wireless Ltd.; Roger W. Bunce, alternate.
Col. Sosthenes Behn, I. T. & T.; Frank W. Phelan, All America Cables & Radio Inc., alternate.
Ellery W. Stone, Postal Telegraph Inc.
Joseph Pierson, Press Wireless Inc.
William E. Beakes, Tropical Radio Telegraph Co.; R. V. Howley, alternate.
R. A. Phillips, U. S. Independent Telephone Assn.; Louis Pitcher, alternate.
A. N. Williams, Western Union; E. R. Shute, alternate.

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Labor Advisory Committee

The duties of the Labor Advisory Committee include the submission of expert advice to the Board on all labor problems incident to the proper carrying out of its national defense mission. With the requirements of national defense as a primary consideration, the Labor Advisory Committee will submit recommendations to the Board on such problems as are referred to it by the Board. The Labor Committee will report directly to the Board but will have liaison for the purpose of advice and consultation with the Coordinating Committee and the Industry Advisory Committee. Members and alternates:

Robert J. Watt, AFL, *chairman.* Lawson Wimberley, International Brotherhood of Electrical Workers, alternate.
Paul E. Griffith, National Federation of Telephone Workers, *secretary;* Joseph A. Bierns, alternate.
Joseph P. Selly, CIO; Daniel Driesen, American Communications Assn., alternate.

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Priorities Planning Committee

The duties of this committee include the submission of expert advice and recommendations to the Board through the Coordinating Committee on all priorities problems incident to the proper carrying out of its national defense mission.

With the requirements of national defense as a primary consideration, the Priorities Planning Committee will:

(a) Formulate a program covering the over-all requirements of the communications industry during the war;

(b) Recommend, for ultimate transmission to the War Production Board, policies covering communications problems which may affect the entire industry or a major subdivision thereof;

(c) Make recommendations as to orders which should be promulgated to implement any program for the use of critical materials in the communications industry;

(d) Recommend basic rules to guide the Communications Branch of the War Production Board in the processing of applications.

The Committee may call upon the priorities representatives of the numbered committees of the Board as well as other government and industry experts for advice.

The Priorities Planning Committee will report directly to the Coordinating Committee. The members of the Committee, however, will be assigned office space with the Communications Branch of WPB and will serve as consultants to the Chief of the Branch. Each member of the Priorities Planning Committee will be available at the request of the Chief of the Communications Branch to represent the BWC on the Board of Appeals of WPB. Members and alternates:

Lt. Col. Lyle D. Wise, War Dept., *chairman* (telephone).
George J. Dempsey, FCC, *secretary* (telegraph).
Lt. Brewster H. Marshall, Navy Dept. (radio).

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I. Amateur Radio Committee

The duties of this Committee include the study of all phases of amateur radio facilities. With the requirements of national defense as a primary consideration, the committee shall recommend precautions and restrictions with respect to amateur radio operations under various emergency conditions, and the allocation of such amateur facilities as may be required by the Army or the Navy. Members and alternates:

George W. Bailey, American Radio Relay League, *chairman;* K. B. Warner, alternate.
William N. Krebs, FCC; L. C. Quaintance, FCC, alternate.
National Youth Administration.
Lt. Comdr. John L. Reinartz, Navy Dept.
Robert R. Burton, Office of Civilian Defense.
Lt. Col. E. F. French, Army Signal Corps; Lt. Raymond B. Jewett, alternate.

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II. Aviation Communications Committee

The duties of this Committee include the study of all phases of domestic and international civil aviation radio facilities and communications services associated therewith. It will have liaison with the U. S. Government Facilities Committee and the State and Municipal Facilities Committee. With the requirements of national defense as a primary consideration, the Committee shall recommend plans for the most efficacious use of all of these facilities in time of military emergency, giving due consideration to the needs of other governmental agencies, of industry, and of other civilian activities. Members and alternates:

R. O. Smith, Aeronautical Radio Inc., *chairman.*
American Assn. of Airport Executives.
American Export Airlines Inc.
American Federation of Labor.
R. L. Jones, A. T. & T.; F. A. Cowan, A. T. & T., alternate.
Howard G. Stokes, Dept. of Commerce (Civil Aeronautics Administration); Eugene Sibley, alternate.
George K. Rollins, FCC; Seymour Krieger, alternate.
Charles R. Helms, National Advisory Committee for Aeronautics.
John J. Moran, National Federation of Telephone Workers.
Navy Dept.
H. C. Leuteritz, Pan-American Airways System.
A. F. Connery, Postal Telegraph Inc.
Roger Wolfe Kahn, Private Fliers Assn.; John M. Wells, Southbridge, Mass., alternate.
Arthur Lebel, State Dept.
Lt. Comdr. F. A. Leamy, Coast Guard; Lieut. Comdr. E. K. Rhodes, alternate.
Col. Wallace G. Smith, Army Air Forces; Col. E. L. White, alternate.
Delbert M. Little, Dept. of Commerce (Weather Bureau); Ivan R. Tannehill, alternate.
P. J. Howe, Western Union; H. M. Saunders, alternate.

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III. Cable Committee

The duties of this Committee include the study of all phases of submarine cable communications facilities used in the international or overseas service. With the requirements of national defense as a primary consideration, the Committee shall recommend plans for the most efficaci use of all of these facilities in tim military emergency, giving due co sideration to the needs of other g ernmental agencies, of industry, a of other civilian activities. Memb and alternates:

C. Mills, Mexican Telegraph C *chairman.*
Benedict P. Cottone, FCC, *secretar* David C. Adams, FCC, alternate.
Forest L. Henderson, All Ameri Cables & Radio; John O. Wisem All-America Cables & Radio, alternate.
William J. Fox, AFL; Paul C Holmes, alternate.
James Dunlop, Commercial Cable Co Harold H. Higginson, alternate.
Congress of Industrial Organizatio Ray Lauria, Western Union, alternate.
Vincent D. Cooper, National Fede tion of Telephone Workers.
Lt. Comdr. David S. Rau, Navy De
Joseph Keating, State Dept.
Lt. Comdr. Oliver A. Peterson, Coa Guard; Lt. F. S. Clark, alterna
Maj. Charles E. Ward, Army Sig Corps.
I. S. Coggeshall, Western Union; R. Hyland, alternate.

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IV. Domestic Broadcasting Committee

The duties of this Committee i clude the study of the physical aspec of domestic standard broadcasting an formulation of recommendations such precautions, supplementary faci ities and reallocations as it shall dee desirable under foreseeable militar conditions. It shall also consider othe domestic broadcasting systems includ ing relay broadcasting, high frequency (FM) broadcasting, television, facsimile broadcasting and experimental broadcasting. The Committee's work in all of these fields will include recommendations for the speedy and efficacious use in time of military emergency of all necessary domestic broadcasting facilities and communications services associated therewith, with the requirements of the national defense as a primary consideration. Members and alternates:

Neville Miller, NAB, *chairman;* Howard S. Frazier, alternate.
A. D. Ring, consulting engineer, Washington, *secretary.*
Lawson Wimberley, AFL; Maynard Marquardt, WCFL, Chicago, alternate.
G. L. Best, A. T. & T.; H. H. Carter, A. T. & T., alternate.
Kenneth H. Berkeley, WMAL, Washington, The Blue Network; George D. Milne, alternate.
John Shepard 3d, Yankee Network, Broadcasters' Victory Council; O. L. Taylor, KGNC, Amarillo, Tex., alternate.
Earl H. Gammons, CBS Washington.
Edgar Thomas Darlington, CIO; Sidney Adler, American Communications Assn., alternate.
John V. L. Hogan, Faximile Inc.
George P. Adair, FCC.
Walter J. Damm, WTMJ, Milwaukee, FM Broadcasters Inc.
W. E. Macfarlane, WGN, Chicago, Mutual Broadcasting System; Fred Weber, MBS, alternate.
Frank M. Russell, NBC Washington; O. B. Hanson, alternate.
John J. Moran, National Federation of Telephone Workers.
Harold A. Lafount, National Independent Broadcasters; Andrew W. Bennett, Washington, alternate.
Dr. W. R. G. Baker, General Electric Co., National Television System Committee of the Radio Manufacturers Assn. Engineering Dept.; V. M. Graham, Sylvania Electric Products Inc., alternate.

(*Continued on page 280*)

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(*Continued from page 278*)

William B. Lewis, chief, Radio Bureau, Office of War Information; Douglas Meservey, alternate.

Ellery W. Stone, Postal Telegraph-Cable Co.; M. A. Connery, alternate.

Harvey Otterman, State Dept.

Louis Pitcher, U. S. Independent Telephone Assn.; Clyde S. Bailey, alternate.

Lt. Adrian Murphy, Army Signal Corps.

H. P. Corwith, Western Union; A. W. Donaldson, alternate.

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V. Interdepartment Radio Advisory Committee

This Committee is designated under the provisions of Paragraphs 5 and 7, but without reference to Paragraph 8, of the President's Executive Order of September 24, 1940. The duties of this Committee will include making special studies and recommendations regarding frequency allocations, with the requirements of national defense as a primary consideration but giving due consideration to the needs of governmental agencies, of industry, and of other civilian activities. Members and alternates:

Dr. J. H. Dellinger, Bureau of Standards, *chairman;* L. H. Simson, alternate.

Comdr. T. A. M. Craven, FCC, *vice-chairman;* P. F. Siling, *secretary* and alternate.

E. W. Loveridge, Dept. of Agriculture.

Stephen L. Windes, Dept. of Interior (Bureau of Mines); Howard F. Carl, alternate.

T. D. Quinn, Dept. of Justice; H. G. Walls, alternate.

Dept. of Labor.

D. S. Brierley, U. S. Maritime Commission; J. T. Welsh, alternate.

Lt. Comdr. Paul D. Miles, Navy Dept.

Roy M. Martin, Postoffice Dept.; Charles M. Knoble, alternate.

Thomas Burke, State Dept.; F. C. deWolf, alternate.

Capt. E. M. Webster, Coast Guard. Lt. Arthur L. Budlong, alternate.

Lt. Col. A. G. Simson, War Dept.; Capt. William E. Plummer, alternate.

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VI. International Broadcasting Committee

The duties of this Committee include the study of all phases of international broadcasting and the formulation of recommendations concerning such precautions, supplementary facilities and reallocations as it shall deem desirable under foreseeable military conditions. With the requirements of national defense as a primary consideration, it shall also recommend plans for the speedy and efficacious use of all necessary international broadcasting facilities in time of military emergency giving due consideration to the needs of other governmental agencies, of industry, and of other civilian activities. Members and alternates:

Walter C. Evans, Westinghouse Electric & Mfg. Co., *chairman;* Lee B. Wailes, Westinghouse Radio Stations Inc., alternate.

P. F. Siling, FCC, *secretary;* Wayne Mason, alternate.

Louis Barnett, AFL; Lawson Wimberley, International Brotherhood of Electrical Workers, alternate.

Wesley I. Dumm, Associated Broadcasters Inc., San Francisco; Royal V. Howard, alternate.

Earl H. Gammons, CBS Washington; Edmund Chester, CBS New York, alternate.

Howard E. Way, Dept. of Commerce.

James D. Shouse, Crosley Corp., Cincinnati; R. J. Rockwell, alternate.

Robert S. Peare, General Electric Co.

Alfred J. McCosker, MBS; Fred Weber, alternate.

John F. Royal, NBC New York; Dr. Charles B. Jolliffe, RCA, alternate.

Comdr. F. O. Wellenbucher, Navy Dept.; Lt. Comdr. F. C. B. Jordan, alternate.

Don Francisco, Office of the Coordinator of Inter-American Affairs; John W. G. Ogilvie, alternate.

Murry Brophy, Office of War Information; Roy Corderman, alternate.

Harvey Otterman, State Dept.

Maj. Gen. Alexander D. Surles, War Dept.

Walter S. Lemmon, World-Wide Broadcasting Corp.

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VII. Radiocommunications Committee

The duties of this Committee include the study of all phases of domestic and international radiotelegraph and radiotelephone communications facalities (including mobile and fixed services) except aviation, amateur, Federal, State, and Municipal communications facilities. With the requirements of national defense as a primary consideration, the Committee shall recommend plans for the most efficacious use of all of these facilities in time of military emergency, giving due consideration to the needs of other governmental agencies, of industry, and of other civilian activities. Members and alternates:

Capt. E. M. Webster, Coast Guard, *chairman;* Lt. Comdr. O. A. Peterson, alternate.

W. G. Thompson, A. T. & T., Long Lines Dept.; F. M. Ryan, Bell Laboratories, alternate and *secretary.*

Andrew McDonald, AFL; David D. Barry, Radio Officers Union, alternate.

R. J. Baker, American Merchant Marine Institute.

G. G. Langdon, Assn. of Edison Illuminating Companies.

Wayne P. Paschal, CIO.

Dr. J. H. Dellinger, Bureau of Standards; L. H. Simson, Civil Aeronautics Administration, alternate.

H. E. Kent, Edison Electric Institute.

William N. Krebs, FCC; Paul M. Lion, alternate.

Jack Kaufman, Globe Wireless Ltd.; Roger W. Bunce, alternate.

Gilbert R. Johnson, Lake Carriers Assn.; C. M. Jansky Jr., Washington, alternate.

Herman E. Hageman, Lorain County Radio Corp., Lorain, O.; Frank C. Dunbar, alternate.

Haradan Pratt, Mackay Radio & Telegraph Co.; L. Spangenberg, alternate.

D. S. Brierley, U. S. Maritime Commission; J. T. Welsh, alternate.

W. I. Harrington, Mutual Telephone Co., Honolulu; Alvah H. Scott, alternate.

John J. Moran, National Federation of Telephone Workers.

Navy Dept.

Joseph Pierson, Press Wireless Inc.

Charles J. Pannill, Radiomarine Corp. of America; Arthur J. Costigan, alternate.

William A. Winterbottom, RCA Communications Inc.; William H. Taylor, alternate.

T. J. Phillips, South Porto Rico Sugar Co.

R. V. Howley, Tropical Radio Telegraph Co.; C. C. Harris, alternate.

Capt. E. M. Webster, Coast Guard; Lt. Comdr. O. A. Peterson, alternate.

Byron H. Larabee, U. S.-Liberia Radio Corp.

Col. Wesley T. Guest, War Dept.; Capt. William E. Plummer, alternate.

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VIII. State and Municipal Facilities Committee

The duties of this Committee include the study of all phases of State and Municipal communications facilities, including Municipal and State Police Radio Stations, Inter-City Police Radio Stations, State Forestry Radio Stations, Marine Fire Radio Stations, and State and municipally owned or leased wire facilities. With the requirements of national defense as a primary consideration, the Committee shall recommend plans for the most efficacious use of all of these facilities in time of military emergency, giving due consideration to the needs of other governmental agencies, of industry, and of other civilian activities. Members and alternates:

Capt. Donald S. Leonard, Michigan State Police, Detroit. International Assn. of Chiefs of Police, *chairman;* Edward J. Kelly, alternate.

G. E. Nielsen, FCC, *Secretary;* Nathan David, alternate.

Dept. of Agriculture (Forest Service).

Territorial Government of Alaska.

American Municipal Assn.

Maurice B. O'Neil, New Orleans Police Dept., Associated Police Communications Officers Inc.; John E. Murnane, alternate.

F. W. Besley, Maryland State Forester, Assn. of State Foresters; F. C. Pederson, alternate.

Stewart G. Wilson, Council of State Governments.

E. P. Coffey, Federal Bureau of Investigation; J. A. Martin, alternate.

Herbert A. Friede, Supt. of Fire Alarm System for District of Columbia, International Assn. of Fire Fighters and International Assn. of Fire Chiefs.

Carl Budwesky, City Manager, Alexandria, Va., International City Managers Assn.

Lloyd N. Chatterton, Cleveland Dept. of Public Safety, International Municipal Signal Assn. Inc.

Alvin C. Hutton, Bureau of Standards.

Lt. Comdr. G. L. Caswell, Navy Dept.; Lt. Comdr. F. C. B. Jordan, alternate.

Lt. Comdr. J. W. Ryssy, Coast Guard.

U. S. Conference of Mayors.

Lt. Col. F. H. Lanshan, Army Signal Corps; Capt. John E. Watters, alternate.

•

IX. Telegraph Committee

The duties of this Committee include the study of all phases of landline record communications, both domestic and connecting international landline services and facilities (except federally owned facilities) including leased line, teletypewriter exchange, wirephoto and facsimile services and facilities. With the requirements of national defense as a primary consideration, the Committee shall recommend plans for the most efficacious use of all of these services and facilities in time of military emergency, giving due consideration to the needs of other governmental agencies, of industry, and of other civilian activities. Members and alternates:

E. R. Shute, Western Union, *chairman;* R. H. Vehling, alternate.

William J. Norfleet, FCC, *secretary;* Mark S. McCoy, alternate.

Hugh C. McKenny, AFL (Commercial Telegraphers Union); Joseph J. Lenahan, Telegraph Employes Federation of New York, alternate.

H. S. Osborne, A. T. & T.

J. A. Jones, Southern Railway System, Washington, Assn. of American Railroads; L. J. Prendergast, alternate.

G. G. Langdon, Assn. of Edison Illuminating Companies.

Dominick Panza, CIO (American Communications Assn.); Louis Seibenberg, alternate.

H. E. Kent, Edison Electric Institute.

Harry Bacharach, N. J. Board of Public Utilities Commissioners, National Assn. of Railroad & Utilities Commissioners.

John J. Moran, National Federation of Telephone Workers.

Lt. Comdr. David S. Rau, Navy Dept.

Ellery W. Stone, Postal Telegraph-Cable Co.; Cecil Hitchen, alternate.

Lt. Col. Clinton B. Allsop, Signal Corps; Capt. Vernon B. Bagnall, alternate.

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X. Telephone Committee

The duties of this Committee include the study of all phases of landline telephone communications, both domestic and connecting international landline and submarine cable telephone services and facilities (except federally owned facilities) including leased line telephone services and facilities. With the requirements of national defense as a primary consideration, the Committee shall recommend plans for the most efficacious use of all of these services and facilities in time of military emergency, giving due consideration to the needs of other governmental agencies, of industry, and of other civilian activities. Members and alternates:

Z. Z. Hugus, A. T. & T., *chairman;* John B. Rees, alternate.

E. C. Blomeyer, U. S. Independent Telephone Assn.; Clyde S. Bailey, alternate and *secretary.*

American Federation of Labor; Lawson Wimberly, International Brotherhood of Electrical Workers, alternate.

J. A. Jones, Southern Railway, Assn. of American Railroads; L. J. Prendergast, alternate.

G. G. Langdon, Assn. of Edison Illuminating Companies.

H. E. Kent, Edison Electric Institute.

Manfred K. Toeppen, FCC, alternate.

Alvah H. Scott, Mutual Telephone Co., Honolulu.

Leon J. Jourolmon, Nashville, National Assn. of Railroad & Utilities Commissioners.

Ernest Weaver, Western Electric Co. National Federation of Telephone Workers.

Comdr. R. E. Melling, Navy Dept.

R. G. McLaughlin, Postal Telegraph-Cable Co.

Lt. Comdr. Oliver A. Peterson, Coast Guard; Lt. F. S. Clark, alternate.

Lt. Col. N. A. Topping, Army Surgical Corps.

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XI. U. S. Government Facilities Committee

The duties of this Committee include the study of all phases of nonmilitary governmental communications facilities with a view to possible military use and the coordination of these facilities including wire, cable and radio facilities owned or leased for government operation with communications facilities of the Army, Navy, and Coast Guard. With the requirements of national defense as a primary consideration, the Committee shall recommend plans for the most efficacious use of all of these facilities in time of military emergency, giving due consideration to the needs of other governmental agencies, of industry, and of other civilian activities. Members and alternates:

A. G. Simson, Dept. of Agriculture (Forest Service).

Daryal A. Myse, FCC, *secretary;* Nathan H. David, alternate.

Eugene Sibley, Dept. of Commerce (Civil Aeronautics Administration); Howard S. Stokes, alternate.

Stephen L. Windes, Dept. of Interior (Bureau of Mines); Harold F. Carl, alternate.

Willard F. Kelly, Dept. of Justice; H. J. Walls, alternate.

Lt. Comdr. Paul D. Miles, Navy Dept.

Lt. Comdr. J. W. Ryssy, Coast Guard.

Col. W. T. Guest, War Dept.

Ivan R. Tannehill, Dept. of Commerce (Weather Bureau); Thomas R. Brookes, alternate.

•

XII. Communications Liaison Committee for Civilian Defense

The duties of this Committee include the submission of expert advice on all communications problems in which the Defense Communications Board and the Office of Civilian Defense are mutually interested. With the requirements of national defense as a primary consideration, the Committee will submit recommendations to the Board on such problems as are referred to it by the Board. In addition, the Committee shall have liaison with a similar committee of the Office of Civilian Defense and shall work with that committee in planning for the most efficacious use of communications facilities for civilian defense. Members and alternates:

William N. Krebs, FCC, *chairman;* Allen W. Sayler, alternate.
Herbert A. Friede, Supt. of Fire Alarm System, District of Columbia, International Assn. of Fire Chiefs and International Assn. of Fire Fighters.
Alvin C. Hutton, Bureau of Standards.
William B. Lewis, Office of War Information; Douglas W. Meservey, alternate.
Maj. Charles F. Fell, Army Signal Corps; Capt. M. V. Fredenhagem, alternate.
Joseph P. Selly, CIO (American Communications Assn.), Labor Advisory Committee.
Neville Miller, NAB, representing Committee IV.
R. H. Vehling, Western Union, representing Committee IX.
Ralph I. Mabbs, A.T.&T., representing Committee X; Clyde S. Bailey, U. S. Independent Telephone Assn., alternate.

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XIII. Priorities Liaison Committee

The duties of this Committee include the study of non-military priority problems that arise in the current work of priority ratings for materials requiring inter-departmental coordination, and such special problems as may be referred to it by the Board of War Communications or the Coordinating Committee. In addition, the committee will have liaison with the Priorities Planning Committee and may call upon the priorities representatives of the numbered committees of the Board as well as other Government and industry experts for advice. Members and alternates:

Lt. Comdr. R. H. Griffin, Navy Dept., *chairman.*
Gerald C. Gross, FCC, *secretary;* Manfred K. Toeppen, alternate.
J. T. Keating, State Dept.; Harvey Otterman, alternate.
Lt. Comdr. J. W. Ryssy, Coast Guard.
Lt. Col. Lyle D. Wise, War Dept.; Capt. John G. Hubbard, alternate.
Leighton H. Peebles, War Production Board.

●

Priorities Representatives Of the Numbered Committees

Committee I—George W. Bailey.
Committee III—Forest L. Henderson and I. S. Coggeshall.
Committee IV—Dr. W. R. G. Baker.
Committee VI—R. J. Rockwell and M. L. Prescott.
Committee VII—Arthur J. Costigan and Haraden Pratt.
Committee VIII—Capt. Donald S. Leonard and Lloyd N. Chatterton.
Committee IX—Ellery W. Stone and E. R. Shute.
Committee X—John B. Rees, and E. C. Blomeyer.
Committee XII—Herbert A. Friede and George W. Bailey.

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RADIO AND WAR. *By Archibald MacLeish.* 1942. Wartime cooperation of radio and government.

THE RADIO WAR GUIDE. Office of War Information. 1942. Chart showing relative importance in broadcasting factual war information, and general program ideas.

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WAR-TIME CENSORSHIP OF PRESS AND RADIO. *Comp. by R. E. Summers.* H. W. Wilson Co. 1942. Excerpts on the subject, including an extensive bibliography.

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4000 YEARS OF TELEVISION. *By R. W. Hubbell.* G. P. Putnam's Sons. 1942. A nontechnical history and explanation of television from 2000 B.C. to its uses in World War II.

TELEVISION . . . AGENCY FOR PREPAREDNESS. *By N. E. Kersta.* (ELECTRONICS. March 1942, p. 26.) The Manager of NBC's Television Dept. summarizes commercial operation and emphasizes television in training civilian defense workers.

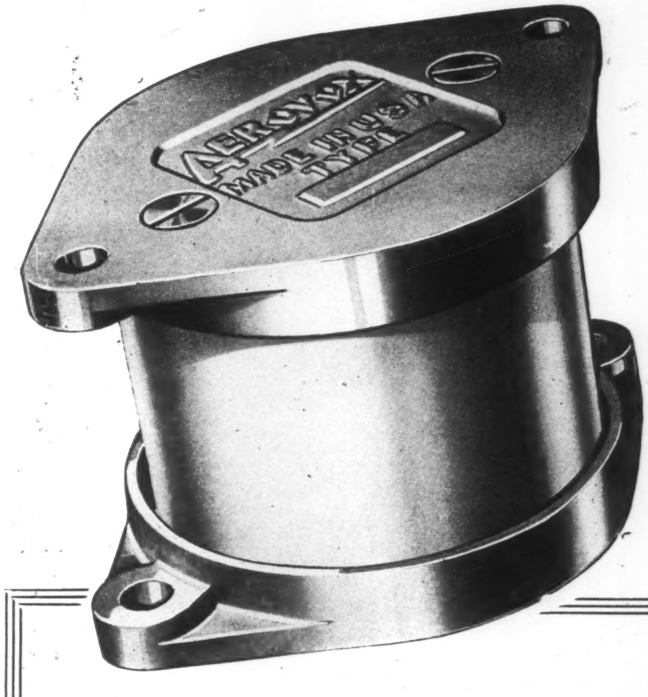
TELEVISION: THE WARTIME INSTRUCTOR. *By Austin Lescarboura.* (RADIO NEWS. May 1942, p. 42). How television is being used to instruct air raid wardens.

●

PAUL F. GODLEY

Consulting Radio Engineer

Phone:
Montclair (N. J.) 2-7859



Capacitors

● Until recently the mica stack-mounting type and other extra-heavy-duty transmitting capacitors in mica, oil-filled, electrolytic and paper plug-ins, and other types, were definitely "special" or made to order. Previous costs reflected the custom-built angle.

Aerovox, however, has made these extra-heavy-duty transmitting capacitors standard items in regular production, as listed in the Aerovox Transmitting Capacitor Catalog. Such capacitors are now available to broadcasters and equipment builders for initial use, alterations or maintenance, subject to priorities, of course. Before placing your next order, therefore, be sure to check Aerovox standard types and prices.

Write for DATA...

● If you are designing, building or maintaining broadcast equipment, write on business letterhead for your copy of the Aerovox Transmitting Capacitor Catalog. Consult our local jobber regarding your urgent capacitor needs—or write us direct.

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Texts of Salient

Wartime Regulations Pertaining to Broadcast Operations

Opinions and Regulations Issued by FCC-BWC and WPB

EDITOR'S NOTE: Since the war's outbreak both the transmitting and receiving ends of broadcasting, from the production standpoint, have undergone radical change. Regulations applying to broadcasting and related services likewise have been altered or relaxed, to meet vital wartime requirements.

Scarcity of critical materials for the manufacture of both transmitting and receiving equipment necessitated shutting down of civil production by the War Production Board (ordered April 22, 1942 in WPB order L-44, as amended). Demand for radio operators and technicians by the armed services resulted in relaxation of requirements for operators of standard broadcast stations (FCC Orders No. 91, 91-A and 91-B). Minimum operating schedules of stations were reduced by recommendation of the Defense Communications Board, now the Board of War Communications (FCC Orders No. 94 and 94-A). Licensing of new broadcast stations or modification of existing facilities, where critical materials or extra manpower would be involved, was stopped in the Memorandum Opinion of the FCC on April 27, 1942, in effect "freezing" existing assignments. All standard broadcast stations on Dec. 1, 1942, went on a wartime operating basis to conserve tubes and equipment reducing their power output by 1 db. and making other transmitter adjustments reducing wear and tear (FCC Order No. 107).

Published herewith are the salient final orders and revised regulations issued by the FCC (pursuant to orders of the BWC) and by the WPB relating to wartime operations of stations and to production of apparatus and replacement parts:

FCC MEMORANDUM OPINION

April 27, 1942

In the Matter Policy and Procedure for the Handling of Broadcast Applications exclusive of International, ST, Developmental, High Frequency Experimental and Non-Commercial Educational.

Since the adoption of the Commission's Memorandum Opinion of February 23, 1942, concerning policy and procedure for the handling of standard broadcast applications, it has become increasingly apparent that further restrictions upon the use of materials and skilled personnel for the construction and operation of radiobroadcast stations are necessary. Public interest demands that the requirements of the armed services be met before materals and skilled personnel can be used for the expansion of existing or the construction of new broadcast services.

On April 16, 1942, the Defense Communications Board recommended to the War Production Board and this Commission that there be immediately placed in effect the following policy:

> "No future authorizations involving the use of any materials shall be issued by the Federal Communications Commission nor shall further materials be allocated by the War Production Board, to construct or to change the transmitting facilities of any Standard, Television, Facsimile, Relay or High Frequency (FM, Non-Commercial Educational, Experimental) broadcast station."

Upon consideration of this recommendation, the Commission has adopted a policy to grant no application for an authorization involving the use of any materials to construct or change the transmitting facilities of any standard, television, facsimile, relay, or high frequency (FM) broadcast station. The Commission, however, has deferred action on the recommendation of the Defense Communications Board with respect to experimental high frequency and non-commercial educational broadcast stations.

Applications filed to meet the requirements of authorizations heretofore made in the form of conditional grants, and applications requesting an extension of time within which to complete construction under authorizations heretofore made, will not be granted, unless it appears that the applicant (1) has made substantial expenditures in connection therewith or actually commenced construction prior to the date hereof, and (2) has on hand or available substantially all materials and equipment necessary to complete construction.

This policy shall not preclude the issuance of authorizations involving essential repairs or replacements for the purpose of maintaining existing services; nor shall it preclude the issuance of authorizations by the Commission for construction of, or changes in, facilities required by the Commission or recommended by the head of a war agency of the Federal Government.

For the purpose of carrying this policy into effect, the following procedure will govern applications now pending: Every applicant who desires to prosecute a pending application involving the use of materials to construct or change the transmitting facilities of any standard, television, facsimile, relay or high frequency (FM) broadcast station,[1] shall, on or before June 1, 1942, file with the Commission a formal petition embodying a statement of such facts and circumstances as he believes would warrant the granting of his application in the public interest. The filing of such petition will be construed as an indication of the desire of the applicant to prosecute his application, and, in the event the petition is denied, the application will be designated for hearing. Failure of any such applicant to file such formal petition on or before June 1, 1942, or such further time as the Commission may, upon satisfactory showing allow, will be deemed an abandonment of the application, and such application will be retired to the closed files of the Commission and dismissed without prejudice.

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[1] Includes all such applications filed prior to the date hereof irrespective of present status.

FCC NOTICE TO ALL LICENSEES OF STANDARD BROADCAST STATIONS

November 6, 1942

The Commission today adopted Order No. 107 which requires readjustment of standard broadcast station transmitters for operation in accordance with engineering practices designed to conserve equipment, particularly vacuum tubes to the maximum extent possible consistent with maintenance of efficient broadcast service. This action has been found necessary because of increasing needs of the armed forces for radio equipment and consequent decreasing supply of such equipment available for other uses.

Such readjustment will include, among other things, a reduction in the antenna current and the filament and plate voltages applied to the tubes, particularly the filament voltage of tubes employing tungsten filaments. It is estimated that 5% reduction in the filament voltage of tubes employing this type of filament will approximately double the life of such tubes. However, in the case of tubes employing oxide coated or thoriated tungsten filaments the filament voltages must be kept constant at the rated voltages in order to obtain the maximum life. In addition, reduction of the plate voltages reduces the emission requirements and heating of the tubes which effects a further extension of the life of tubes. These will have no practical effect as far as service to the broadcast listeners is concerned but will result in a material increase in the life of the equipment.

In conjunction with the above Order, there is issued a *Manual on the Adjustment of Standard Broadcast Transmitters** prepared and approved by the Board of War Communications setting forth the procedure to be followed in readjusting the equipment and in making regular checks of such adjustments. It is realized that this Manual may not cover *all* points or may not be specifically applicable to the particular equipment. However, it is required that each station follow the *principles* set out therein and will be held responsible for operation in accordance therewith.

The Commission at the same time adopted Order No. 94-A superseding its previous Order No. 94 and suspending Section 3.71 of the Rules and Regulations with respect to requiring each standard broadcast station to operate at least two-thirds of the authorized time during the broadcast day, i.e. 6 A.M. to midnight, and in lieu thereof only requires operation for one-third of the broadcast day. This permits a voluntary reduction in time of operation from 12 hours daily, in the case of an unlimited time station, to 6 hours daily. There is no restriction on the maximum hours of operation except as provided by their present licenses and the Rules and Regulations of the Commission.

Stations taking advantage of this relaxation should arrange their schedules so as to best serve the public, but insofar as possible the number of operating periods should not be increased since the heating and cooling of the tubes sets up strains which may cause them to fail prematurely. The procedure set forth in the Manual in this regard should be followed very carefully.

The necessity of each broadcast station conserving its equipment to the maximum cannot be over-emphasized. In this connection, attention is invited to a survey made by the Board of War Communications which showed that if no new tubes could be supplied to broadcast stations and the tubes continued to fail at the present rate, within one year 67½% of the broadcast stations would be silenced due to the lack of one or more tubes. The several government departments concerned in this are making every effort to provide adequate replacements of tubes and parts to broadcast stations consistent with the supplying actual equipment required by the military forces. However, it is apparent that the full cooperation of each user of such equipment must be obtained if broadcasting is to be maintained at its present high level.

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* Available at the FCC upon request.

FCC ORDER NO. 94-A
REDUCING MINIMUM OPERATING SCHEDULES

November 6, 1942

At a session of the FCC held at its offices in Washington, D. C. on the 6th day of November, 1942;

It appearing (1) That the demand by the military services has decreased the supply of trained personnel available for the operation of broadcast stations and (2) that there is a scarcity of materials for the maintenance of broadcast stations, and

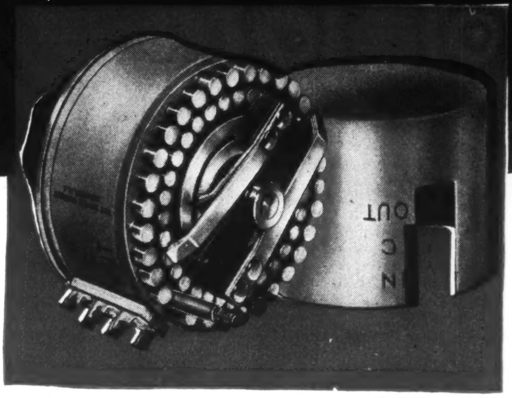
It further appearing that a relaxation of the Commission's Rules, Regulations and other requirements with respect to minimum operating schedules for broadcast stations will serve the public interest;

Now, therefore it is ordered:

1. That until further order of the Commission Section 3.71 of the Rules and Regulations with respect to minimum operating schedules for standard broadcast stations be, and it is hereby, suspended; and in lieu thereof, except Sundays, the minimum operating schedule for standard broadcast stations shall be one-third of the total hours it is authorized to operate between 6 a.m. and midnight, local standard time, except that in an emergency, due to causes beyond the control of the licensee, it becomes impossible to continue operating, the station may cease operation for a period of not to exceed 10 days, provided that the Commission and the Inspector in Charge shall be notified in writing immediately after the emergency develops.

It is further ordered, That Order No. 94 be, and it is hereby, repealed.

(*Continued on page 284*)



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Texts of Salient

Wartime Regulations Pertaining to Broadcast Operations

Opinions and Regulations Issued by FCC-BWC and WPB

(Continued from page 282)

FCC ORDER NO. 107

Covering Changes in Method or Methods of Determining Certain Constants of Standard Broadcast Stations

November 6, 1942

At a session of the FCC held at its offices in Washington on the 6th day of November, 1942.

Pursuant to the request of the Board of War Communications,

It is ordered:

1. That the provision of Section 3.52 of the Rules and Regulations with respect to determining the operating power of Standard Broadcast stations by the indirect method be, and they are hereby, suspended, and in lieu thereof, the following provisions be, and they are hereby substituted:

Operating power; indirect measurement.—The operating power determined by indirect measurement from the plate of input power of the last radio stage is the product of the plate voltage (E), the total plate current of the last radio stage (I_P), and the proper factor (F) given in the following tables: that is

Operating Power $E_P \times I_P \times F$

A. Factor to be used for stations employing plate modulations in the last radio stage [1]

Maximum rated carrier power of transmitter:[2]	Factor (F) to be used in determining the operating power from the plate input power
100-1,000 watts	0.88
5,000 and over watts	1.00

B. Factor to be used for stations of all powers using low level modulation [1]

Class of power amplifier in the last radio stage:	Factor (F) to be used in determining the operating power from the plate input power
Class B	0.44
Class BC [3]	0.82

C. Factors to be used for stations of all powers employing grid modulation in the last radio stage[1]

Type of tube in the last radio stage:	Factor (F) to be used in determining the operating power from the plate input power
Table C [1]	0.32
Table D[1]	0.44

2. That the provisions of the 6th paragraph of Section 7, "Further Requirement for Direct Measurement of Power", of the Standards of Good Engineering Practice, reading

"An accurate determination of the antenna resistance can only be made by taking a series of measurements each for a different frequency. From 10 to 12 resistance measurements covering a band 50 to 60 kc. wide with the operating frequency near the middle of the band must be made to give data from which accurate results may be obtained. The values measured should be plotted with frequency as abscissa and resistance in ohms as ordinate and a smooth curve drawn. The point on the ordinate where this curve intersects the operating frequency gives the value of the antenna resistance."

Be, and they are hereby, suspended and in lieu thereof the following provisions be, and they are hereby, substituted therefor:

An accurate determination of the antenna resistance can only be made by taking a series of measurements each for a different frequency. From 10 to 12 resistance measurements covering a band 50 to 60 kc. wide with the operating frequency near the middle of the band must be made to give data from which accurate results may be obtained. The values measured should be plotted with frequency as abscissa and resistance in ohms as ordinate and a smooth curve drawn. The value of the point on the ordinate where this curve intersects the operating frequency multiplied by the factor 1.26, gives the value of the antenna resistance.

3. That each broadcast station shall operate in accordance with best engineering practice for the conservation of equipment. The instructions and suggestions set forth in "The Manual for the Adjustment of Broadcast Equipment" and any subsequent amendments or additions thereto shall be the basis of such operation and for points not specifically covered or where they may not be specifically applicable to the particular equipment, the principles set out shall be followed. In all other particulars, operation shall be in accordance with the Rules and Regulations and Standards of Good Engineering Practice governing Standard Broadcast stations.

It is further ordered, That the license of each standard broadcast station shall be modified so as to conform to this order.

This order shall be effective at 3 a.m. (EST) on Dec. 1, 1942.

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[1] See Power Rating of Vacuum Tubes.

[2] The maximum rated carrier power must be distinguished from the operating power. (See sections 2.18 and 2.19).

[3] All linear amplifier operation where efficiency approaches that of Class C operation.

FCC ORDER NO. 91-B

May 27, 1942

At a meeting of the Federal Communications Commission held at its offices in Washington, D. C. on the 26th day of May, 1942,

The Commission having under consideration its Orders No. 91 and 91-A and the request of the Defense Communications Board that the Commission consider further relaxation of its rules and regulations governing the requirements for operators of broadcast stations; and,

It appearing, That the demand of the military services for radiotelegra and radiotelephone operators has increased as a result of the war and th such demand has decreased the number of operators qualified for operation broadcast stations resulting in a shortage of such operators:

It is ordered, That until further order of the Commission, notwithstandin the provisions of Section 13.61 of the Commission's Rules and Regulatio Governing Commercial Radio Operators, a broadcast station of any cla which by reason of actual inability to secure the services of an operator operators of a higher class could not otherwise be operated, may be operated holders of any class commercial operator license;

Provided, however, That all classes of commercial operator licenses sh be valid for the operation of broadcast stations upon the condition that one more first-class radiotelephone operators are employed who shall be responsi at all times for the technical operation of the station and shall make all adju ments of the transmitter equipment other than minor adjustments which no mally are needed in the daily operation of a station;

Provided, further, That a broadcast station may be operated by a hold of a restricted radiotelephone operator permit only in the event such perm has been endorsed by the Commission to show the operator's proficiency in radi telephone theory as ascertained through examination.

Provided, further, That a Class IV station on a local channel frequen may be operated by a holder of a restricted radiotelephone operator perm which has been endorsed by the Commission to show the operator's proficiency the operation of the particular station concerned, as ascertained by certificati of the first class radiotelephone operator in charge of the station, on conditi that in a technical emergency such operator shall not attempt to make a adjustment, but shall immediately shut down the station, and on further cond tion that the restricted radiotelephone permitee shall show proficiency in radi telephone theory as ascertained by examination not later than 6 months aft the date of the above endorsement.

Provided, further, That nothing contained herein shall be construed relieve a station licensee of responsibility for the operation of the station exact accordance with the Rules and Regulations of the Commission; an

Provided, further, That Section 13.61 of the Commission's Rules and Reg lations Governing Commercial Radio Operators shall remain in full force an effect except as modified by this order.

WPB PREFERENCE RATING ORDER P-133

October 5, 1942

PART 3037—ELECTRONIC EQUIPMENT
[Preference Rating Order P-133]

Section 3037.5 *Preference Rating Order P-133*—(a) *Definitions.* For th purpose of this order:

(1) "Operator" means any individual, partnership, association, busine trust, corporation, receiver or any form of enterprise whatsoever, whether i corporated or not, the United States, and the several states thereof, and an political, corporate, administrative or other division of agency thereof, to th extent engaged in any activity listed in Schedule A, hereof.

(2) "Material" means any commodity, equipment, accessory, assembly, product of any kind.

(3) "Maintenance" means the upkeep of an operator's buildings, structur and equipment in sound working condition; and this, without regard to wheth the expenditures therefor are for any reason required to be recorded in the erator's accounting records in accounts other than maintenance and repair.

(4) "Repair" means the reconstruction or restoration without expansi improvement or change of design of any portion of an operator's building structures and equipment when such portion has been rendered unsafe or un for service by wear and tear or other similar causes, but not including rec struction or restoration of any portion damaged or destroyed by fire, flo tornado, earthquake, act of God or the public enemy; and this, without rega to whether the expenditures therefor are for any reason required to be recor in the operator's accounting records in accounts other than maintenance a repair.

(5) "Operating supplies" means any material which is essential to a consumed directly in the operation of any of the services specified in (a) above but does not include recording discs, film, other recording media, fuel, of or building supplies, or equipment of any kind.

(b) *Assignment of preference rating.* Subject to the terms of this or preference rating of A-1-j is hereby assigned:

(1) To deliveries of material to an operator for operating supplies and maintenance and repair.

(2) To deliveries to any supplier of material to be physically incorpora in other material required by an operator for operating supplies, maintena or repair.

(c) *Persons entitled to apply preference rating.* The preference rat hereby assigned shall be applied where a preference rating is required to tain material for maintenance, repair and operating supplies by:

(1) Any operator engaged in an activity in Schedule A hereof and may applied by

(2) Any supplier, provided deliveries to an operator or another supplier to be made by him, which are of the kind specified in paragraph (b) and ha been rated pursuant to this order.

(d) *Applicability of priorities regulations.* This order and all transacti affected thereby are subject to all applicable provisions of the priorities re lations of the War Production Board, as amended from time to time.

(e) *Restrictions on inventory and use.* The preference rating hereby signed may be applied by any operator, provided:

(1) Such rating is not used to replace in inventory more than one sp tube for each active tube socket.

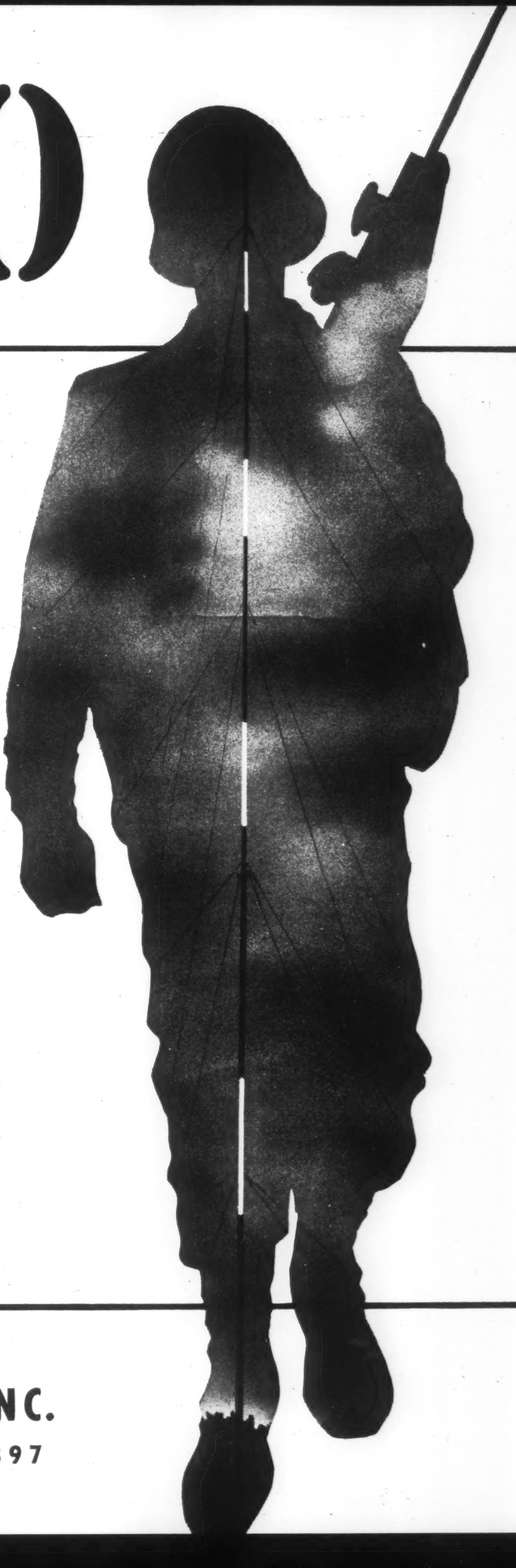
(2) Such rating is not used to replace in inventory any spare parts exce

(i) Those subject to frequent failure, deterioration or other exhaustion

(ii) Those which are so unique that failure would inevitably result in l delay in resumption of essential operations.

(Continued on page 308)

LINGO



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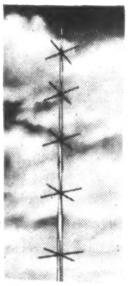

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A Wartime Directory of the Federal Government

MAJOR DEPARTMENTS, OFFICES AND AGENCIES PARTICIPATING IN THE WAR PROGRAM

[See index pages for quick references]

Dozens of new Federal offices have sprung into being in Washington since the war began, and many others have been shifted from one department to another. In the directories herewith, the editors of BROADCASTING *have undertaken to provide a handy reference to the key executives of the major executive departments, offices, agencies and establishments, giving addresses and telephone numbers and listing, wherever they exist, the information, radio and press representatives from whom further data may be obtained. We cannot guarantee the continuing accuracy of this directory due to the changes occurring daily. It is as accurate to early January, however, as it was possible to make it. Note that all agencies listed without boxed heads come under the jurisdiction of the one immediately preceding that is boxed.*

EXECUTIVE OFFICE OF THE PRESIDENT

The White House
National 1414

President of the United States: Franklin Delano Roosevelt.

Secretaries: Marvin Hunter McIntyre, Stephen Early, Maj. Gen. Edwin Martin Watson.

Personal Secretaries: Marguerite A. LeHand, Grace Tully.

Executive Clerk in Charge of Executive Offices: Rudolph Forster.

Executive Clerk: Maurice C. Latta.

Administrative Assistants: William H. McReynolds, Lauchlin Currie, Lowell Mellett, David Niles.

Special Assistant to the President: Harry L. Hopkins.

Special Executive Assistant: Eugene Casey.

MEMBERS OF CABINET

Secretary of State: Cordell Hull.

Secretary of the Treasury: Henry Morgenthau Jr.

Secretary of War: Henry L. Stimson.

Attorney General: Francis Biddle.

Postmaster General: Frank C. Walker.

Secretary of the Navy: Frank Knox.

Secretary of the Interior: Harold L. Ickes.

Secretary of Agriculture: Claude R. Wickard.

Secretary of Commerce: Jesse H. Jones.

Secretary of Labor: Frances Perkins.

THE AERONAUTICAL BOARD

Navy Dept. Bldg.
Republic 7400

Commanding General, Army Air Forces: Lieut. Gen. H. H. Arnold.

Commanding General, Materiel Command, Army Air Forces: Maj. Gen. O. P. Echols.

Member of Operations Division, General Staff, Army: Col. Ford L. Fair.

Chief of Bureau of Aeronautics, Navy: Rear Admiral J. S. McCain.

Head of Plans Division, Bureau of Aeronautics, Navy: Capt. H. B. Sallada.

Member of Plans Division, Naval Operations, Navy: Capt. J. P. Whitney.

Secretary: Jarvis Butler.

BUREAU OF THE BUDGET

17th St. & Pennsylvania Ave.
Executive 3300

Director: Harold D. Smith.

Assistant Director: Wayne Coy.

General Counsel: Edward G. Kemp.

DEPT. OF AGRICULTURE

14th St. & Independence, S.W.
Republic 4142

Secretary of Agriculture: Claude R. Wickard.

Under Secretary of Agriculture: Paul H. Appleby.

Assistant Secretary of Agriculture: Grover B. Hill.

Director, Food Production Administration: Herbert W. Parisius.

Assistant Director: Clifford Townsend.

Director Food Distribution Administration: Roy F. Hendrickson.

Assistant Director: Clarence W. Kitchen.

Director of Information: Morse Salisbury.

Assistant Directors of Information: Duncan Wall, Keith Himebaugh, Whitney Tharin.

Chief, Radio Service: Wallace L. Kadderly.

Chief, Press Service: Whitney Tharin.

Chief, Division of Publications: Dr. M. C. Merrill.

Solicitor: Robert H. Shields.

Coordinator, Office of Land Use Coordination: Ernest H. Wiecking (acting).

Director of Personnel: T. Roy Reid.

Director, Extension Service: M. L. Wilson; chief information officer, L. A. Schlup.

Director, Office of Foreign Agricultural Relations: Leslie A. Wheeler; head, information section, J. Clyde Marquis.

Director, Office of Agricultural War Relations: Sam Bledsoe; information officer, Harold Lewis.

Administrator, Agricultural Adjustment & Conservation Administration: M. Clifford Townsend; information chief, Wayne Darrow; radio officer, Emil Corwin.

Chief, Agricultural Adjustment Agency: Fred A. Wallace.

Chief, Soil Conservation Service: Hugh H. Bennett.

Manager, Federal Crop Insurance Corp.: Leroy K. Smith.

Chief, Sugar Division: Joshua A. Bernhardt.

Administrator, Agricultural Research Administration: E. C. Auchter; information coordinator, Gove Hambidge.

Chief, Agricultural Chemistry and Engineering: W. W. Skinner, acting; informaton chief, Frank L. Teuton.

Chief, Bureau of Animal Industry: John R. Mohler; information chief, Dallas S. Burch.

Chief, Bureau of Dairy Industry: O. E. Reed; information chief, L. S. Richardson.

Chief, Bureau of Entomology & Plant Quarantine: P. M. Annand; information chief, J. A. Hyslop.

Chief, Bureau of Home Economics: Louise Stanley; information chief, Ruth Van Deman.

Chief of Plant Industry: R. M. Salter; information chief, E. G. Moore.

President, Commodity Credit Corp.: J. B. Hutson; information chief, Frank Gage.

Governor, Farm Credit Administration (Kansas City): A. G. Black; information chief, E. B. Reid; information, Washington, D. C., Val Sherman; radio officer, Val Sherman.

Administrator, Farm Security Administration: C. B. Baldwin; information chief, J. H. Bryan.

Chief, Forest Service: Earle H. Clapp; information chief, Dana Parkinson; radio officer, C. E. Randall.

Administrator, Rural Electrification Administration (St. Louis): Harry Slattery; information chief, Allyn Walters; head, editorial section, Harold Hartozensis; radio, Osmund Molarsky.

OFFICE OF CENSORSHIP

Federal Trade Commission Bldg.
Executive 3800

Director of Censorship: Byron Price.

Deputy Director of Censorship: John H. Sorrells.

Assistant Director of Censorship (for Radio): J. Harold Ryan; Assistants, A. Halpin, Rob't K. Richards, Eugene Carr, G. A. Charter Heslep.

Assistant Director of Censorship (for Press): N. R. Howard; Assistants, William Steven, Frank C. Clough, William H. Mylander, Frank Tighe, Jack Lockhart, Chas. R. Corbin.

Assistant Director (Chief Cable & Radio Censor): Capt. H. K. Fenn, USN.

Assistant Director (Chief Postal Censor): Col. W. Preston Corderman, USA.

Assistant Director (Chief of Reports Section): Harold R. Keats.

Executive Officer (Chief of Administrative Section): Chas. E. Sebastian Jr.

Censorship Operating Board: Michael J. McDermott, Chief, Division of Current Information, State Dept.; Herbert E. Gaston, Assistant Secretary of the Treasury; Lieut. Col. Gilbert C. Jacobus, War Dept.; Lt. Comdr. R. S. Stratton, Navy Dept.; Mark O'Dea, Maritime Commission; E. J. Jett, Federal Communications Commission; L. A. Hince, Dept. of Justice; J. C. Foulis, Board of Economic Warfare; Ernest G. Draper, Member, Board of Governors, Federal Reserve System; F. L. Belin, Office of Strategic Services; Norman Baxter, Assistant to Secretary of Commerce; Inspector K. P. Aldrich, Postoffice Dept.; Francis A. Jamieson, Chief, Press Div., Office of Coordinator of Inter-American Affairs; Lowell Mellett, Chief, Motion Picture Bureau, Office of War Information.

Censorship Policy Board: Postmaster General, Chairman; the Vice-President of the United States; the Secretary of the Treasury; the Secretary of War; the Attorney General; the Secretary of the Navy; Director, Office of War Information.

CIVIL SERVICE COMMISSION

8th & F Streets, N.W.
Republic 5711

Commissioners: Harry B. Mitchell, president; Mrs. Lucille Foster McMillin, Arthur S. Flemming.

Executive Director and Chief Examiner: Lawson A. Moyer.

Executive Assistant to Commissioners: William C. Hull.

Chief of Information & Recruiting Division: Carson C. Hathaway; assistant (recruiting), Amy A. Harradon.

Administrative Assistant for Information (Radio): Richard E. Sceneder.

COMBINED CHIEFS OF STAFF—UNITED STATES AND GREAT BRITAIN

19th & Constitution Ave., N.W.
Republic 6700

United States Members: Admiral William D. Leahy, General George C. Marshall, Admiral E. J. King, Lt. General H. H. Arnold.

Great Britain Members: Field Marshal Sir John Dill, Admiral Sir Andrew Cunningham, Lt. Gen. G. N. Macready, Air Marshall D.C.S. Evill.

Secretary: Brig. V. Dykes.

•

OFFICE OF STRATEGIC SERVICES

24th & E Sts., N.W.
Executive 6100

Director: Col. William J. Donovan.

COMBINED PRODUCTION AND RESOURCES BOARD

Social Security Bldg.
Republic 7500

U. S. Member: Donald M. Nelson.

British Member: Oliver Lyttleton.

Canadian Member: C. D. Howe.

U. S. Deputy: J. S. Knowlson.

Brtish Deputy: Sir Robert Sinclair.

U. S. Executive Officer: Milton Katz.

British Executive Officer: Thomas H. Brand.

Canadian Deputy: E. P. Taylor.

U. S. Secretary: John P. Gregg.

British Secretary: P. Hayward.

(*Continued on page 288*)

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14th St. bet. Constitution & E
District 2200

Secretary of Commerce: Jesse Jones.

Under Secretary of Commerce: Wayne Chatfield Taylor.

Assistant Secretary of Commerce: Wm. R. Clayton.

Special Aviation Assistant to the Secretary: Wm. Burden.

Chief of Division of Current Information: Clarence G. Marshall.

Assistant Chief of Division of Current Information: Alfred O'Leary.

•

BUREAU OF THE CENSUS
Department of Commerce Bldg.
Suitland, Md.

Director: James C. Capt.

Assistant Directors: Philip Hauser. Howard H. McClure.

Chief, Division of Information & Publications: Frank R. Wilson.

•

BUREAU OF FOREIGN AND DOMESTIC COMMERCE
Department of Commerce Bldg.
District 2200

Acting Director: Grosvenor M. Jones.

Executive Assistant to the Director: O. P. Hopkins.

•

BUREAU OF STANDARDS
Connecticut Ave. & Upton St.
Woodley 1720

Director: Lyman J. Briggs.

Assistant Director (Research and Testing): E. C. Crittenden.

Assistant Director (Commercial Standardization): A. S. McAllister.

Chief of Radio Section: Dr. J. H. Dellinger.

•

U. S. WEATHER BUREAU
24th & M Sts., N.W.
Michigan 3200

Chief: Francis W. Reichelderfer.

Assistant Chief, Technical Services: Charles C. Clark.

Assistant Chief, Scientific Services: C. G. Rossby.

Chief, Division of Station Operations: Joseph R. Lloyd.

Chief, Division of Synoptic Reports and Forecasts: Ivan R. Tannehill.

•

U. S. COAST AND GEODETIC SURVEY
Department of Commerce Bldg.
District 2200

Director: Rear Admiral L. O. Colbert.

Assistant Director: Rear Admiral J. H. Hawley.

Principal Electrical Engineer: Herbert G. Dorsey.

Chief Clerk: C. H. Dieck.

•

U. S. PATENT OFFICE
Department of Commerce Bldg.
District 2200
Also Richmond, Va.

Commissioner of Patents: Conway P. Coe.

First Assistant Commissioner: Leslie Frazer, Richmond, Va.

Assistant Commissioners: Henry Van Arsdale, Conder C. Henry, Grattan Kerans.

Solicitor: W. W. Cochran.

CIVIL AERONAUTICS ADMINISTRATION
Department of Commerce Bldg.
District 2200

Administrator of Civil Aeronautics: Charles I. Stanton.

Chief of Communications Division: Eugene Sibley.

Information and Statistics Director: Roscoe Wright; Fred Hamlin (acting).

•

CIVIL AERONAUTICS BOARD
(Dept. of Commerce)
District 2200

Members: L. Welch Pogue, Chairman; Oswald Ryan; Harllee Branch; Edward P. Warner, Josh Lee.

General Counsel: George C. Neal.

Secretary: Darwin Charles Brown.

Information Director: Fred Hamlin.

•

NATIONAL INVENTORS COUNCIL
Dept. of Commerce Bldg.

Chairman: Charles F. Kettering.

Vice Chairman: Thomas Midgley Jr.

Secretary: Lawrence Langner.

Members: George Baekeland, Rear Admiral H. G. Bowen, Conway P. Coe, William D. Coolidge, Watson Davis, Frederick M. Feiker, Webster N. Jones, Brig. Gen. Walter A. Wood, Fin Sparre, Maj. Gen. W. H. Tschappat, Orville Wright, Fred Zeder, Dr. George Lewis, Rear Admiral J. D. Beuret, George W. Codrington.

Chief Engineer: Lt. Col. L. B. Lent.

Staff Assistant in Charge of Information: John L. Demarest.

OFFICE OF ECONOMIC STABILIZATION
East Wing White House
National 1414

Director: James F. Byrnes.

Assistants to Director: Ben V. Cohen, Donald Russell.

Head Attorney: Edward F. Prichard.

Administrative Officer: Cassie Connor.

BOARD OF ECONOMIC WARFARE
Dept. of Commerce Bldg.
District 2200

Chairman: Henry Wallace, Vice-President of the United States.

Executive Director: Milo Perkins.

Assistant Executive Director in Charge of Office of Exports: Hector Lazo.

Assistant Executive Director in Charge of Office of Imports: Morris Rosenthald.

Assistant Executive Director in Charge of Economic Warfare Analysis: William T. Stone.

Chief, Export Control Branch: Col. A. N. Ziegler.

General Counsel: Monroe Oppenheimer.

Administrative Officer: David B. Vaughn.

Chief, Information Section: James B. Hasselmann; assistant, Richard Blaisdell.

OFFICE FOR EMERGENCY MANAGEMENT
Wayne Coy, Liaison Officer

Central Administrative Services: Dallas Dort, *director.*

Board of War Communications: James Lawrence Fly, *chairman.*

Office of War Information: Elmer Davis, *Director.*

Office of Scientific Research & Development: Dr. Vannevar Bush, *director.*

Office of Civilian Defense: James M. Landis, *director.*

Office of the Coordinator of Inter-American Affairs: Nelson Rockefeller, *coordinator.*

Office of Defense Health & Welfare Services: Paul V. McNutt, *director.*

Office of Defense Transportation: Joseph B. Eastman, *director.*

Office of Lend-Lease Administration: E. R. Stettinius Jr., *administrator.*

Office of Price Administration: Leon Henderson, *administrator.*

Office of Alien Property Custodian: Leo T. Crowley, *custodian.*

War Manpower Commission: Paul V. McNutt, *chairman.*

War Relocation Authority: D. S. Myer, *director.*

War Shipping Administration: Rear Admiral Emory S. Land, USN retired, *administrator.*

War Production Board: Donald M. Nelson, *chairman.*

•

OFFICE OF CIVILIAN DEFENSE
Dupont Circle Bldg.
Republic 7500

Director: James M. Landis.

Deputy Director: Philip Bastedo.

Assistant Director in Charge of Civilian Protection: Brig. Gen. U. S. Grant 3d.

Nat'l. Commander, Civil Air Patrol: Major Earle Johnson.

Chief, Facility Security Branch: Col. G. M. Peek.

Special Advisor to Director and Chief, Public Advice and Counsel Division: E. A. Sheridan.

Assistant to the Director and Chief, Administrative Branch: John B. Martin.

State and Local Mobilization Division: Hugh Jackson, Chief.

•

BOARD OF WAR COMMUNICATIONS
New Postoffice Bldg.
Executive 3620
[See pages 278-281]

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OFFICE OF WAR INFORMATION
Social Security Bldg.
Republic 7500

Director: Elmer Davis.

Associate Director: Milton S. Eisenhower.

Assistant Director: Archibald MacLeish.

Assistant to the Director: George Barnes.

Assistant Director for Management: Vernon A. McGee.

Domestic Operations Branch:
- *Director of Domestic Operations:* Gardner Cowles Jr.
  - *Assistant Directors of Domestic Operations:* James Allen, William B. Lewis.
  - *Special Assistant in Charge of Special Events:* A. A. Schechter.
  - *Interdepartmental Staff:*
    - *Production and Transportation Information:* A. H. Feller, *Deputy Director.*
    - *Economic Problems and Policies:* James Allen, *Deputy Director.*
    - *The United Nations:* Arthur Sweetser, *Deputy Director.*
    - *The Enemy:* Leo C. Rosten, *Deputy Director.*
    - *Questions Not Otherwise Assigned:* Robert Huse, *Deputy Director.*
    - *Military Information:* Nicholas Roosevelt, *Deputy Director.*
    - *The Production Drive:* Clyde Vandeberg, *Deputy Director.*
- *Division of Campaigns:* Andrew Dudley, Chief.
- *Bureau of Intelligence:* Chief, R. Keith Kane.
- *Bureau of Motion Pictures:* Chief, Lowell Mellett.
- *News Bureau:* Chief, George Lyon; Assistant Chief, George McMillan.
- *Bureau of Publications and Graphics:* Chief, J. R. Fleming.
- **Radio Bureau:* Acting Chief, Douglas Meservey; Special Assistant to the Chief, Dick Dorrance; Campaigns Manager, William Spire; Administrative Officer, William A. Wheeler; Deputy Chief, Hollywood, Nat Wolff; Deputy Chief, New York, 224 W. 57th St., Merritt Barnum; Government Liaison Division, Chief, Philip H. Cohen; Program Service Division, Chief, George Zachary; Allocations Division, Chief, Seymour Morris; Industry Relations Division, Acting Chief, Richard Connor.
- *Bureau of Special Operations:* Chief, Dr. Lyman Bryson; Associate Chief, Katherine C. Blackburn; Assistant Chief, Herbert Hunsaker.
- *Field Service Division:* Deputy Director in Charge, Robert Huse.

Overseas Operations Branch:
- *Director of Overseas Operations:* Robert Sherwood.
- *Associate Director:* Joseph Barnes. N. Y. Office, 224 W. 57th St.
- *Assistant Director:* Philip Hamblet.
- *Outpost Bureau:* Chief, James Vinen.
- *Communication Facilities Bureau:* Chief, Murry Brophy.
- *Intelligence and Planning Board:* Chief, Wm. D. Whitney.
- *Bureau of Overseas Publications:* Chief, John Hackett (N. Y. Office).
- *Radio Program Bureau:* Chief, John A. Housman.

Pacific Bureau, San Francisco: Chief, Owen Lattimore.

**Station Advisory Committee to Radio Bureau:* Neville Miller, president, NAB; John Shepard 3d, Yankee Network; James D. Shouse, WLW-WSAI, Cincinnati; George B. Storer, Fort Industry Co., WSPD, Toledo; O. L. Taylor, KGNC, Amarillo, Tex.; Eugene Pulliam, WIRE, Indianapolis; John E. Fetzer, WKZO, Kalamazoo, Mich.

**Regional Consultants to Radio Bureau:* Herbert L. Pettey, WHN, New York; G. Richard Shafto, WIS, Columbia, S. C., and James H. Moore, WSLS, Roanoke, assistant; Thad Holt, WAPI, Birmingham; James T. Ward, WLAC, Nashville, H. K. Carpenter, WHK-WCLE, Cleveland; Leo Fitzpatrick, WJR, Detroit; Gene T. Dyer, WAIT, Chicago; Merle Jones, KMOX, St. Louis; Kenneth M. Hance, KSTP, St. Paul; Martin Campbell, WFAA-WBAP, Dallas-Fort Worth, and Karl O. Wyler, KTSM, El Paso, assistant; Robert Hudson, Rocky Mountain Council, Denver; Arthur Westlund, KRE, Berkeley, Calif.; Lawrence McDowell, KFOX, Long Beach, Calif., and Dick Lewis, KTAR, Phoenix, Ariz., assistant; Harold Fellows, WEEI, Boston; Sheldon F. Sackett, KVAN, Vancouver, Wash., and Robert S. Nichols, KEVR, Seattle, associate; William B. Way, KVOO, Tulsa.

(*Continued on page 292*)

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Devotion to our common cause and ultimate Victory means, of course, that our service to you has not been up to the standard we should like. Our men in the field who formerly served you have also, of necessity, been called in to do important war work. But, in spite of these handicaps, we are still earnestly interested in aiding you wherever possible. Our skills, our knowledge and our resources are yours to command wherever available. We will be glad to assist you with your equipment problems and request that you write to us if you feel that we can be of service to you.

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WAR
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AND
STAMPS

RCA

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OFFICE OF DEFENSE HEALTH AND WELFARE SERVICES

Social Security Bldg.
Republic 6536

Director: Paul V. McNutt.

Assistant Director in Charge of Health & Welfare: Charles P. Taft.

Chief of Health & Medical Committee: Dr. Irvin Abell; executive secretary, Dr. James A. Crabtree.

Assistant Director of Nutrition: M. L. Wilson; deputy, William S. Sebrell.

Director of Information: Mrs. Zilpha Franklin, Acting.

Director, Program Operations Branch: Dean Snyder.

•

NATIONAL HOUSING AGENCY

1600 Eye St., N.W.
Republic 8360

Administrator: John B. Blandford Jr.

General Counsel: Leon H. Keyserling.

Assistant to the Administrator in Charge of Information: James King.

Commissioner, Federal Public Housing Authority: Herbert J. Emmerich; Acting Chief, Inquiries, Charles Alldredge.

Commissioner, Federal Housing Administration: Abner Ferguson; public relations, Robert Smith.

Commissioner, Federal Home Loan Bank Administration: John H. Fahey; public relations, Howard Vickery.

•

OFFICE OF THE COORDINATOR OF INTER-AMERICAN AFFAIRS

Dept. of Commerce Bldg.
Republic 7500
New York Branch: 444 Madison Ave.
Murray Hill 3-6805

Coordinator: Nelson A. Rockefeller.

Special Advisors to the Coordinator: Enrique S. deLozada, John S. Dickey.

Commercial & Financial Dept.: Assistant Coordinator, J. C. Rovensky; Director Trade & Industry Division, Wm. F. Machold; Inter-American Training Administration, Elliott Hanson; Inter-American Development Commission, Rafael Oreamuno; Ocean Shipping Division, Philip Sullivan.

Directive Dept.: Acting Director, John E. Lockwood; Political Analysis, Robert Miller; Special Planning, George Dudley.

Executive Administration: Assistant Coordinator, Percy L. Douglas; Inter-American Navigation Corp., Alexander Peabody; Transportation Div., Norris Mumper, Air; J. Stanton Robbins, Overland; Administrative Service Div., H. P. Martin; Fiscal Division Director, Gerald G. Smith.

Legal Dept.: General Counsel, John E. Lockwood; Chief Counsel, Dudley B. Bonsal.

Dept. of Basic Economy: Assistant Coordinator, John C. McClintock; Deputy Administrator in Charge of Field Operations, Kelso Peck; Emergency Rehabilitation Division, John McLane Clark; Health & Sanitation Division, Dr. George C. Dunham; Food Supply Division, James LeCron; Regional Division, A. J. Akin; Myles Standish, Argentina & Uruguay; Joseph Thoman, Brazil; Heath Bowman, Ecuador, Colombia, Venezuela, Peru, Panama; Nancy Brereton, Chile, Bolivia, Paraguay; Philip Raine, Mexico, Central America, Caribbean Countries.

Dept. of Information: Assistant Coordinator, Wallace K. Harrison; Executive Administrator, Arthur W. Jones; Inter-American Activities in U. S. Division, Victor Borella; Motion Picture Division, Francis Alstock; Press Division, Francis A. Jamieson.

Radio Division: Director, Don Francisco; Associate Director, John W. Ogilvie; Assistant Director, Walter C. Krause; Chief, Program Content, Russell Pierce; Chief, Regional Operations, Paul R. Kruming; Associate Chief, Regional Operations, Arthur C. Peters. New York Office: Manager, William A. Hillpot; Assistant Manager, Wilfred Roberts; Executive Assistant, Frederick A. Long; Head, Program Arrangements for the Other American Republics, Raleigh L. Haydon; Head, Program Production, John F. White; Head, Regional Operations, John C. Jensen; Associate Head Shortwave Supervisor, Guy Hickok.

Science and Education: Kenneth Holland.

•

OFFICE OF LEASE-LEND ADMINISTRATION

515 Twenty-second St., N.W.
Republic 7500

Administrator: Edward R. Stettinius Jr.

Senior Deputy Administrator: Bernhard Knollenberg.

Assistants to the Administrator: John D. East, Hayden Raynor, Ira C. Hopkins.

Senior Consultant: John L. Pratt.

Deputy Administrators: Arthur D. Van Buskirk, Philip Young.

Senior Assistant Administrators: Maj. Gen. C. M. Wessen, J. E. Orchard, F. W. Ecker, L. J. Martin.

General Counsel: Oscar Cox.

Assistant General Counsel: George W. Ball.

•

OFFICE OF PRICE ADMINISTRATION

4th & Independence Ave., S.W.
Republic 7500

National Price Administrator: Prentiss M. Brown.

Senior Deputy Administrator: John E. Hamm.

Deputy Administrator in Charge of Professional Services: Dexter M. Keezer.

Acting Deputy Administrator for Administrative Management: Edward N. Hay.

Deputy Administrator in Charge of Information: Robert W. Horton; Press and Campaigns Division Director, Leigh M. Plummer; Consumer Division Acting Director, Robert W. Strauss; Group Services Branch, Chief, J. Paul Leonard; Educational Services Branch, Walter Cocking.

Deputy Administrator in Charge of Price: J. Kenneth Galbraith; Industrial Manufacturing Price Division, Director, Donald Wallace; Industrial Materials Price Division, Clair Wilcox; Retail Trade and Services Division, Director, Merle Fainsod; Administrative Officer, Vincent Barnett.

Deputy Administrator in Charge of Rationing: Paul M. O'Leary; Food Rationing Division, Director, Harold B. Rowe; Fuel Rationing Division, Director, Joel Dean; Miscellaneous Products Rationing, Director, Richard G. Gettell; Administrative Branch, Chief, Patterson French.

Deputy Administrator in Charge of Rent: Paul A. Porter; Executive Officer, William Brownrigg.

General Counsel: C. David Ginsburg.

WAR PRODUCTION BOARD

New Social Security Bldg.
4th & Independence, S.W.
Republic 7500

Executive Office of the Chairman:

Chairman: Donald M. Nelson.

Vice Chairmen: W. L. Batt, Ferdinand Eberstadt, C. E. Wilson.

Assistants to the Chairman: Sidney J. Weinberg, A. C. C. Hill Jr., E. A. Locke Jr.

Special Assistants to the Chairman: Morris Creditor, F. G. McClintock.

Planning Committee: Chairman, R. R. Nathan.

Office of Organizational Planning: Director, Dr. Luther Gulick.

War Production Drive Headquarters: Director, W. G. Marshall.

Office of Rubber Director: Director, William M. Jeffers.

Smaller War Plants Division: Director, Lou E. Holland.

Procurement Policy Division: Director, Houlder Hudgins.

Statistics Division: Director, Stacy May.

Division of Information: Director, Stephen E. Fitzgerald.

Associate Director: Bruce Catton.

Assistant Director: Charles E. Noyes.

Administrative Officer: Pearl Morris; Policy Branch Chief, Bruce Catton; Operations Branch Chief, Charles E. Noyes; Campaigns and Media Branch Chief, Robert R. Ferry; Program Progress Branch Chief, Barrow Lyons; Special Projects Branch Chief, Martin Quigley.

Administrative Division: Administrative Officer, James G. Robinson.

Legal Division: General Counsel, John Lord O'Brian; Solicitor, Milton Katz.

Office of Civilian Supply: Director, Joseph L. Weiner.

Labor Production Division: Director, Wendell Lund.

Aircraft Production Division: Director, H. E. Talbott.

Shipbuilding Division: Director, Capt. J. O. Gawne.

Radio and Radar Division: Director, Ray C. Ellis; Chief, Civilian Radio Branch, Frank H. McIntosh; Chief, Special Electronic Applications, Marvin Hobbs; Chief, Plant Facilities and Schedule, Myron E. Whitney; Chief, Components Branch, Sidney K. Wolf; Chief, Field Branch, Frank S. Horning; Chief, Critical Materials, Milton J. Lowenstein; Chief, Vacuum Tubes, Capt. William A. Gray; Chief, Priorities, F. S. Boland.

Office of Program Vice Chairman:

Program Vice Chairman: Ferdinand Eberstadt.

Executive Assistants: Brig. Gen. J. L. Philips, Donald D. Davis.

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Office of Deputy Director General for Staff: Deputy Director General, H. W. Dodge.

Office of Deputy Director General for Industry Divisions: Deputy Director General, Dr. Ernest W. Reid.

Office of Director of Industry Advisory Committees: Director, Barry T. Leithhead.

Office of Deputy Director General for Field Operations: W. T. Childress.

Organizational and Procedural Control Office: Acting Director, J. H. Ward.

Resources Agencies:

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Salvage Division: Paul C. Cabot.

Resources Protection Board: Chairman, William K. Frank.

Materials Redistribution Branch: Chief, Col. C. R. Baxter.

Used Equipment Branch: Chief, Neal Andrews.

Division of Stockpiling and Transportation: Director, Dr. W. Y. Elliott.

Program Bureau: Director, Donald D. Davis.

Distribution Bureau: Deputy Director General, J. A. Krug.

Facilities Bureau: Director, Fred Searls Jr.

Administrative Office of Program Vice Chairman: Executive Office, Francis Sette.

•

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1530 P St., N.W.
Republic 7500

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Executive Secretary: Dr. Irvin Stewart.

Senior Administrative Officer: Cleveland Norcross.

Advisory Council: Dr. Vannevar Bush, chairman; Dr. J. C. Hunsaker, chairman, National Advisory Committee for Aeronautics; Dr. J. B. Conant, chairman, National Defense Research Committee; Dr. A. W. Richards, chairman, Committee on Medical Research; Harvey H. Bundy, Army Representative; Rear Admiral J. A. Furer, Navy Representative.

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National Defense Research Committee: Dr. J. B. Conant, Harvard, chairman; Dr. Richard C. Tolman, California Institute of Technology, vice-chairman; Dr. Carl Compton, Massachusetts Institute of Technology; Conway P. Coe, Commissioner of Patents; Roger Adams, University of Illinois; Maj. C. C. Williams, Army Representative; Capt. Lybrand P. Smith, Navy Representative; Dr. Irvin Stewart, executive secretary.

•

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Interstate Commerce Commission Bldg.
Republic 7500

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Assistant Director: Brig. Gen. C. D. Young.

Executive Assistant: Joseph L. White.

General Counsel: Jack G. Scott.

Advisor on Material and Equipment Requirements: Warren W. Kelly.

Advisor on Railroad Abandonments: Ralph H. Jewell.

Information Officer: Bryant Putney.

Chief, Personnel Section: Everett H. Bellows.

Division of Waterway Transport: Assistant Director in Charge, Ernst Holzborn.

Division of Coastwise and Intercoastal Transport: Director, Charles F. Kellers.

Division of Inland Waterways: Director, Edward Clemens.

Division of Great Lakes: Director, A. T. Wood.

Division of Local Transport: Director, Guy A. Richardson.

Division of Materials & Equipment: Director, Warren W. Kelly.

Division of Motor Transport: Director, John L. Rogers.

(*Continued on page 294*)

business on waves

Illustration shows 3—300 foot Galvanized guyed Lehigh Vertical Radiators of Radio Station KMPC, Beverly Hills, California.

ON THE AIR AND ON THE SEA

There is really only one business today and that is to win the war. While we are not producing radiators for commercial air waves, Lehigh Towers are today performing important tasks for our armed forces in all parts of the world. In addition, Lehigh is engaged in other essential war effort—that of producing equipment that is to transport armament and men over the ocean waves.

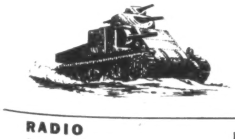
Here at Lehigh our one aim is to build well, and to build fast so our gallant forces may have equipment to match their skill and heroism.

The specific work we are doing today is our kind of work . . . the kind for which we are best trained and equipped. It calls for combining the highest standards of engineering with rugged mass production—and we have trained for many years for just such tasks.

Thus we are finding it possible to exercise our own special skills while helping to arm America and her Allies for Victory.

Our work in this war will leave us even better equipped for our work in peace. It has instilled greater confidence in our ability to meet production schedules on work assigned to us. For we are doing a job we know best how to do.

More than ever we are interested in your antenna problems. Do not hesitate to call on us. We will gladly lend our assistance.



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RADIATORS

RADIO
DIVISION

LEHIGH STRUCTURAL STEEL CO.

17 BATTERY PLACE
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Division of Traffic Movement: Director, Henry F. McCarthy.

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Director Bureau of Selective Service: Maj. Gen. L. B. Hershey.

Administrator, National Youth Administration—J. J. McEntee.

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Public Relations Officer: Maj. Ernest M. Culligan.

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Assistants to Administrator: Charles W. Strauv, R. W. Bunch, Vernon Northrop.

Director, Division of Financial Statistics: Vernon Northrop.

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Republic 7500

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Deputy Director: E. M. Rowalt.

Chief Publications and Reports: John Baker.

Solicitor: P. M. Glick.

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Republic 6620

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Deputy Administrators: L. W. Douglas, Rear Admiral H. L. Vickery, Capt. E. Macauley.

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Surgeon General, USN: Rear Admiral Ross T. McIntire.

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Superintendent, St. Elizabeths Hospital: Dr. Winfred Overholser.

Solictor General of the U. S.: Charles Fahy.

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Special Consultant, Veterans Administration: Gen. George H. Wood.

Secretary to Board: Loretta H. Ryan.

FEDERAL COMMUNICATIONS COMMISSION

New Postoffice Bldg.

Executive 3620

[See pages 307-308]

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National Press Bldg.

Executive 8400

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Directors: Phillips L. Goldsborough, Preston Delano.

Secretary: E. F. Downey.

Director, Public Relations: J. Forbes Campbell.

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Executive 0100

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Chief of Publications Division: Calvin Dold.

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Special Assistant to the Chairman: Elliott Thurston.

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General Counsel: Walter Wyatt; general attorney, Legal Division, J. P. Dreibelbis; assistant general attorneys, George B. Vest, B. Magruder Wingfield.

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Social Security Bldg.

Republic 6530

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Assistant Administrator: Watson B. Miller.

Executive Assistant to Administrator: Morris Collins.

Director of Information: Mrs. Zilpha C. Franklin, Acting.

Chief of Radio & Film Section: Vacant.

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1712 G St., N.W.

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Assistant Executive Director: Wm. L. Mitchell.

Director, Informational Service: Max Stern.

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Bethesda, Md.

Oliver 4200

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Assistant to Surgeon General: Dr. Warren F. Draper.

Assistant Surgeons General: Dr. M. C. Guthrie, Dr. Lawrence Kolb, Dr. Paul M. Stewart, Dr. W. F. Ossenfort, Dr. J. W. Mountin, Dr. E. R. Coffey, Dr. R. A. Vonderlehr.

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Assistant to the Commissioner: C. F. Klinefelter.

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Assistant Director (executive): M. A. Stephens.

Chief Clerk: Richard K. McKey.

Assistant to the Director (press and radio): Guy D. McKinney.

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Republic 4142

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Principal Technical Adviser: Charles W. Crawford.

Chief Food and Drug Inspector: George P. Larrick.

Assistant to the Commissioner: F. B. Linton.

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Import Division: Vacant.

Division of State Cooperation: W. A. Queen.

Bacteriological Division: A. C. Hunter.

Cosmetic Division: Dan Dahle.

Drug Division: Robert P. Herwick.

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Constitution Ave. at 6th St.

National 8206

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Republic 7337

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Assistant Administrator: Baird Snyder.

Executive Assistant: Ernest Hall.

General Counsel: Alan Johnstone.

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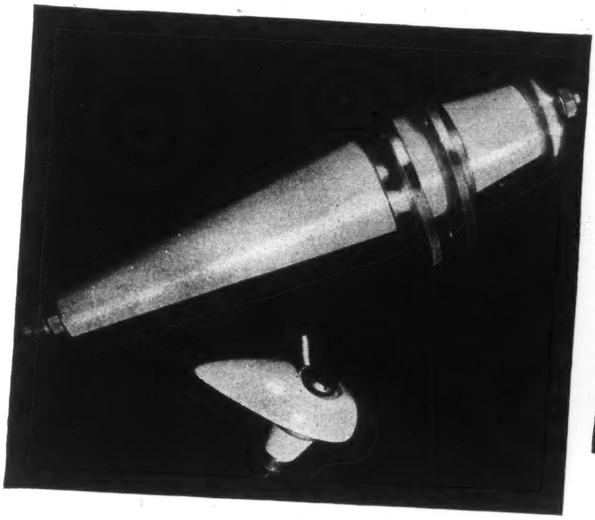
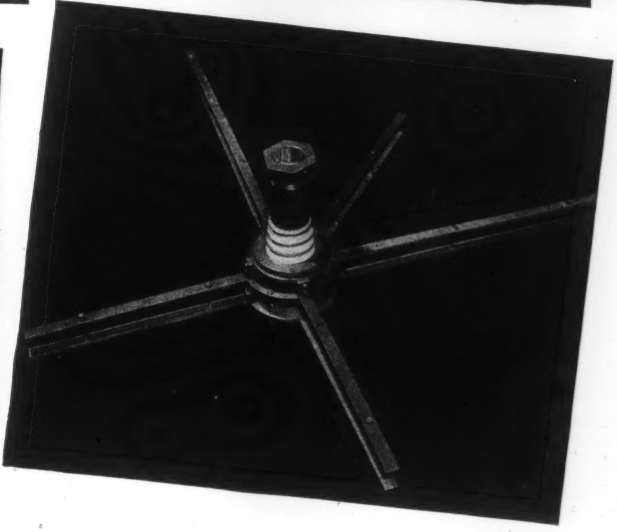
Director of Information: M. L. Ramsey; assistant, Aubrey Taylor.

(*Continued on page 296*)

Metal-and-Steatite Combinations Furnished By ISOLANTITE Meet Exacting Standards, Conserve Assembly Time





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Executive Officer: J. J. Madigan.

Director of Information: M. L. Ramsey.

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PUBLIC ROADS ADMINISTRATION

No. Interior Bldg.
Republic 7337

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Chief, Division of Research, Planning & Information: H. S. Fairbanks.

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Republic 7337

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Chief, Press Information and Publications: Frank G. Holmes.

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U. S. Naval Delegate: Vice Admiral A. W. Johnson.

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Secretary General: Col. Lawrence Higgins.

Chief Information Branch: Col. Lawrence S. Hitchcock; assistants, Maj. Earl H. Chapman, Lt. John H. Crimmins.

Chief Liaison Branch: Lt. Col. Egon R. Tausch.

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C St. between 18th & 19th, N.W.
Republic 1820

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Under Secretary of the Interior: Abe Fortas.

First Assistant Secretary of the Interior: E. K. Burlew.

Assistant Secretary of the Interior: Oscar L. Chapman.

Solicitor: Warner Gardner.

Director of Information: Walton Onslow (acting); assistant to the director, Harry B. Gauss.

Director of Radio Section: Shannon Allen.

Chief of Publications Section: John N. Ady.

Chief of Photographic Section: Vacant.

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Commissioner, Office of Indian Affairs: John Collier; field representative, Floyd W. LaRouche.

Director, Geological Survey: W. C. Mendenhall.

Commissioner, Bureau of Reclamation: John C. Page; information director, H. B. Lineweaver (acting).

Director, National Park Service: Newton B. Drury; editor-in-chief, Isabelle F. Story.

Director, Bureau of Mines: R. R. Sayers; information director, Allen Sherman.

Director, Grazing Service (Salt Lake City): R. H. Rutledge; information chief, John Q. Peterson.

Director, Bituminous Coal Division: Dan H. Wheeler (acting); information chief, Leonard W. Mosby.

Director, Fish & Wildlife Service: Ira N. Gabrielson; information chief, Col. H. P. Sheldon.

Director, Division of Territories & Island Possessions: Guy J. Swope.

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National 7460

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Secretary: Jarvis Butler.

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Dept. of Justice Bldg.
Republic 8200

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Assistant to the Attorney General: James Rowe Jr.

Solicitor General: Charles Fahy.

Assistant Attorneys General: Thurman Arnold, Anti-Trust Division; Francis Shea, Claims Division; Norman Littell, Lands Division; Wendell Berge, Criminal Division; Samuel Clark Jr., Tax Division; Paul P. Rao, Customs Division (New York).

Chief, Special Defense Unit: Lawrence M. C. Smith.

Director, Federal Bureau of Investigation: J. Edgar Hoover.

Director of Public Relations: M. E. Gilfond; assistants, Charles Malcolmson, Cabell Phillips.

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Republic 7100

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Assistant Directors: Hugh H. Clegg, W. Richard Glavin, D. Milton Ladd, Louis B. Nichols, Stanley J. Tracy, Alex Rosen.

Director of Public Relations of Dept. of Justice: M. E. Gilfond; assistants, Charles Malcolmson, Cabell Phillips.

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14th St. & Constitution Ave., N.W.
Executive 2420

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Assistant Secretary of Labor: Daniel W. Tracy.

Acting Solicitor: Irving J. Levy.

Director of Conciliation: John R. Steelman.

Director of Division of Labor Standards: Verne A. Zimmer.

Administrator of Wage & Hour Division: L. Metcalfe Walling.

Commissioner of Labor Statistics: Albert F. Hinrichs (acting).

Chief of Children's Bureau: Katherine F. Lenroot.

Director of Women's Bureau: Mary Anderson.

Director of Information: James V. Fitzgerald.

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National 2722

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Librarian of Congress Emeritus: Herbert Putnam.

Chief Assistant Librarian: Luther H. Evans.

Director of the Processing Department: Herman H. Henkle.

Administrative Assistant to the Librarian: Verner W. Clapp.

Secretary: Louise G. Caton.

Personnel Officer: Edgar F. Rogers.

Chief, Recording Laboratory: John R. Langenegger.

Special Information Division: John A. Wilson.

Law Librarian: John T. Vance.

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Republic 6620

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General Counsel: Wade H. Skinner.

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Director, Division of Public Relations: Mark O'Dea.

Chief of Radio Section: Thomas Curtin.

Chief of Press Section: Frank Reil.

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Executive 8100

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Vice-President: Isaiah Bowman, Johns Hopkins University.

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Treasurer: J. C. Hunsaker, Massachusetts Institute of Technology.

Executive Secretary: Paul Brockett.

National Research Council: Ross G. Harrison, chairman; Dr. Wm. Kenerson, executive secretary; Robert B. Jacobs, assistant secretary.

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1500 New Hampshire Ave., N.W.
Executive 3515

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Director of Aeronautical Research: Dr. George W. Lewis.

Secretary: John F. Victory.

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National Archives Bldg
District 0525

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Special Assistant to the Archivist: Dorsey W. Hyde Jr.

Assistant to Archivist: Herbert E. Angel.

Director of Record, Accession and Preservations: Marcus W. Price.

(*Continued on page 298*)

Wheezes, Wows, Squeaks, Noises,
are out because there are

NO GREMLINS

in GOULD-MOODY'S sensational "Black Seal" GLASS BASE *Instantaneous* RECORDING BLANKS

Gremlins are those pesky little pixies who annoy pilots of the RAF and the U. S. Air Force. They're also present in many recording blanks, causing wows and rumbles, squeaks and noises. But, there are no Gremlins in "Black Seal" Glass Base Instantaneous Recording Blanks. They're the talk of the industry... giving a wide frequency range, true and beautiful reproductive qualities, and absolute freedom from noises—you hear only the performance itself! Try these Gremlin-free "Black Seal" blanks at our expense—if they don't come up to your expectations, send them back and we'll stand the entire tariff.

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They're well-meaning, but kind of careless, people who buy things they don't need, who spread rumors, who throw away scrap and rags, who waste fuel, who drive their cars too fast, who aim to but don't invest in War Bonds.

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—DON'T BE A GREMLIN!

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Director of Reference Service: Philip M. Haymer.

Director, Division of Federal Register: Bernard R. Kennedy.

Administrative Secretary: Thad Page.

Executive Officer: R. D. Hubbard.

Chief, Division of Information and Publications: Ernest R. Bryan.

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Shoreham Bldg.
National 9716

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General Counsel: Robert B. Watts.

Director of Information: Louis Silverberg.

Secretary: Beatrice M. Stern.

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State Department Building
Executive 3300

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Member: George F. Yantis.

Advisers: Henry S. Dennison, Beardsley Ruml.

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18th & Constitution Ave.
Republic 7400

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Under Secretary of the Navy: James V. Forrestal.

Assistant Secretary of the Navy: Ralph A. Bard.

Assistant Secretary for Air: Artemus L. Gates.

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Chief, Intelligence Division: Rear Admiral Theodore S. Wilkinson.

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Commandant, U. S. Coast Guard: Vice Admiral Russell R. Waesche; Public Relations Officer, Capt. Ellis Reed-Hill.

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Chief, Bureau of Yards and Docks: Rear Admiral Ben Moreell.

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Chief, Bureau of Ships: Rear Admiral E. L. Cochrane.

Chief, Bureau of Supplies and Accounts: Rear Admiral W. B. Young.

Chief, Bureau of Medicine and Surgery: Rear Admiral Ross T. McIntire, Surgeon General, USN.

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Director, Naval Research: Rear Admiral Harold G. Bowen.

Commandant, U. S. Marine Corps: Lt. Gen. Thomas Holcomb.

Office of Public Relations

Director: Capt. Leland P. Lovette.

Deputy Director: Comdr. R. W. Berry.

Assistants to Director: Lt. Comdr. W. G. Beecher Jr.; Lt. Comdr. R. D. Hill, (Communiques); Lt. Robert ert Winston (for Air).

Special Assistant to the Secretary of the Navy: Frank E. Mason.

Chief, Administration Section: Lt. P. G. Parker.

Chief, Combat Photography Section: Lt. Carleton Mitchell.

Chief, Press Section: Lt. W. M. McCarthy.

Chief, Pictorial Section: Comdr. E. J. Long.

Chief, Motion Picture Section: Lt. Alan Brown.

Chief, Naval Districts Section: Lt. Comdr. W. A. Huggins.

Chief, Analysis Section: Comdr. W. M. Galvin.

Chief, Magazine Section: Lt. Comdr. Walter Karig.

Chief, Special Events Section: Lt. Comdr. Frank Courtney.

Radio Section: Chief, J. Harrison Hartley; Staff: Lt. Charles Dillon, Lt. J. C. Shattuck, Ensign Oscar Hume, Lt. W. J. Bailey, Branch, Radio Section, 580 Fifth Ave., New York: Lt. Comdr. M. S. Reichner; Lt. Thayer Cummings and Lt. Arthur Deutsch, Assistants.

Public Relations Officers
Naval Districts

Navy Yard, Washington: Lt. Francis J. Loveless.

First Naval District, 150 Causeway St., Boston: Comdr. N. R. Collier.

Third Naval District, 90 Church Street, New York City: Lt. Comdr. R. A. Brown.

Fourth Naval District, 1315 Walnut St., Philadelphia: Lt. Comdr. J. L. Tinney.

Fifth Naval District, Naval Operating Base, Norfolk, Va.: Lt. Comdr. Wilson Starbuck.

Sixth Naval District, Fort Sumter Hotel Bldg., Charleston, S. C.: Lt. Comdr. Peyton T. Anderson Jr.

Seventh Naval District, DuPont Bldg., Miami: Lt. Comdr. W. M. Pepper Jr.

Eighth Naval District, Federal Building, New Orleans: Comdr. James G. Stahlman.

Ninth Naval District, U. S. Naval Training Station, Great Lakes, Ill. Chicago Branch Office, 333 No. Michigan Ave.: Lt. P. H. Faust.

Tenth Naval District, San Juan, P. R.: Lt. Comdr. Harwood Hull.

Eleventh Naval District, San Diego, Cal.: Lt. Comdr. E. R. Anderson. Los Angeles Office, Van Nuys Bldg.; Lt. Comdr. H. A. Bolton, USN retired, Assistant District Public Relations Officer.

Twelfth Naval District, Federal Office Bldg., San Francisco: Capt. John W. Gates, USN retired.

Thirteenth Naval District, Exchange Bldg., Seattle: Lt. Comdr. Maynard B. Jones.

Fourteenth Naval District, Honolulu, Hawaii: Lt. Comdr. Chas. G. Duffy.

Fifteenth Naval District, Headquarters Bldg., Balboa, Canal Zone: Lt. John J. Hurley.

Pacific Fleet: c/o Fleet Postoffice, San Francisco: Lt. Comdr. Waldo Drake.

U. S. Naval Forces, Southwest Pacific: c/o Commander U. S. Naval Forces, Southwest Pacific; c/o Postmaster, San Francisco, Cal.

U. S. Naval Forces in Europe, 20 Grosvenor Square, London, England: Lt. Comdr. R. E. Vining.

•

U. S. MARINE CORPS
Navy Dept., Arlington Annex
Republic 7400

Commandant: Lt. Gen. Thomas Holcomb.

Assistant to the Commandant: Maj. Gen. Harry Schmidt.

Director, Division of Public Relations: Brig. Gen. Robert L. Denig.

Public Relations Officers, Headquarters: Maj. George T. Van Der Hoef, Lt. Patrick O'Sheel, Lt. David Napper, Capt. Ward Hubbard.

Public Relations Officers
Recruiting Divisions and Bases

New York Recruiting Division, 90 Church St.: Maj. D. W. Bender.

Western Recruiting Division, 100 Harrison St., San Francisco: Maj. John S. Winch. Capt. Charles R. Payne.

Southern Recruiting Division, Atlanta National Bldg., Atlanta: Maj. Meigs O. Frost.

Eastern Recruiting Division, 1700 Sansom St., Philadelphia: Capt. John H. Breiel.

Central Recruiting Division, U. S. Court House Bldg., Chicago: Capt. John V. Sandberg.

San Diego, Cal.: Capt. Wm. P. McCahill.

New River, N. C.: Capt. Arthur Wimer.

U. S. COAST GUARD
Pennsylvania Ave. & 13th, N. W.
Republic 7400

Commandant: Vice-Admiral Russell R. Waesche.

Administrative Assistant: John P. Myers Jr.

Assistant Commandant and Chief Operations Officer: Rear Admiral L. Toumlin Chalker.

Communications Officer: Comdr. Joseph F. Farley.

Engineer in Chief and Chief, Materiel Division: Rear Admiral Harvey F. Johnson.

Chief of Communications: Capt. E. M. Webster.

Chief, Radio Engineering Section: Comdr. Irwin L. Gill.

Public Relations Officer: Capt. Ellis Reed-Hill; assistant, R. C. Smith.

•

U. S. NAVAL OBSERVATORY
Massachusetts Ave.
Decatur 2723

Superintendent: Capt. J. F. Hellweg, USN, Retired.

Assistant to the Superintendent: Capt. V. K. Coman, USN, Retired.

Chief Clerk: L. Neely.

PAN-AMERICAN UNION
17th St. between
Constitution Ave. and C St.
National 6635

Director General: L. S. Rowe.

Assistant Director: Pedro de Alba.

Counselor: William Manger.

Foreign Trade Adviser: Silvino da Silva.

Chief Clerk: William V. Griffin.

Director of Publicity: Frank Morris.

PERMANENT JOINT BOARD ON DEFENSE
State Dept. Bldg.
Republic 5600

United States Section: Fiorello H. LaGuardia, Mayor of New York, chairman; Lieut. Gen. Stanley D. Embick, USA; Capt. Frank P. Thomas, USN; Capt. John P. Whitney, USN; Lt. Col. Earl W. Hockenberry, USA. Secretary: John Hickerson, assistant chief, Division of European Affairs, State Dept.

Canadian Section: Col. O. M. Bigger, KC, chairman; Brig. George P. Vanier, Dept. of External Affairs, Ottawa; Maj. Gen. M. Pope, general staff, Canadian Army; Air Commodore F. V. Heakes, Rear Admral G. C. Jones, Secretary; Hugh L. Keenlevside, counselor, Dept. of External Affairs.

OFFICE OF PETROLEUM ADMINISTRATION FOR WAR
Republic 1820

Administrator: Harold L. Ickes.

Deputy Administrator: Ralph K. Davies.

Chief Counsel: J. Howard Marshall.

Executive Office: Eric L. Kohler.

Facility Security: Director, William D. Mason.

Foreign Division: Director, James Terry Duce.

Marketing Division: Director, Robert T. Collier.

Materials Division: Director, Greer W. Orton.

(Continued on page 300)

First in New England

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BOSTON, MASS.

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tell all the world what all the world is doing

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Truscon Radio Towers can be depended upon to remain *in* the air and *on* the air. Our engineers will be pleased to give helpful suggestions on any radio tower plans you may have. Truscon Steel Company, Youngstown, Ohio.

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Production Division: Director, Don R. Knowlton.
Public Relations Division: Director, Gordon M. Sessions.
Refining Division: Director, E. D. Cumming.
Research Division: Director, Edward B. Swanson.
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POSTOFFICE DEPARTMENT

Pa. Ave. between
12th & 13th Sts., N.W.
District 5360

Postmaster General: Frank C. Walker.
First Assistant Postmaster General: Ambrose O'Connell.
Second Assistant Postmaster General: Smith W. Purdum.
Third Assistant Postmaster General: Ramsey S. Black.
Fourth Assistant Postmaster General: Walter Myers.
Director of Press Relations: Isaac Gregg.

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President, Federal National Mortgage Assn.: Sam H. Husbands.
Chairman, Metals Reserve Co.: Jesse H. Jones.
Chairman, Rubber Reserve Co.: Jesse H. Jones.
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Chairman, Defense Supplies Corp.: Jesse H. Jones.
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EXPORT-IMPORT BANK

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811 Vermont Ave.
Executive 3111

President: Warren Lee Pierson.
Solicitor: Hampson Gary.
Secretary: Hawthorne Arey.

AMERICAN RED CROSS

17th Between D & E, N.W.
Republic 8300

President: Franklin D. Roosevelt.
Chairman of Executive Committee: Norman H. Davis.
Vice-Chairman for Domestic Operations: James L. Feiser.
Director of Public Information: G. Stewart Brown.
Radio Director: Lamar Kelley; assistant, James Hart.

SECURITIES & EXCHANGE COMMISSION

18th & Locust Sts.
Philadelphia, Pa.
Kingsley 3600

Commissioners: Ganson Purcell, Chairman; Robert E. Healy, Sumner T. Pike, Edmund Burke Jr., Robert H. O'Brien.
Secretary: Orval Dubois.
Director, Corporation Finance Div.: Baldwin B. Bane.
Director, Administration Division: Hastings P. Avery.
Director, Trading and Exchange Div.: James A. Treanor Jr.
Director, Public Utilities Div.: John W. Houser.
Supervisor of Information Research: William T. Raymond.
Solicitor: John F. Davis.

DEPARTMENT OF STATE

17th St. & Pennsylvania Ave.
Republic 5600

Secretary of State: Cordell Hull.
Under Secretary of State: Sumner Welles.
Assistant Secretaries of State: Adolf A. Berle Jr., Breckinridge Long, Dean C. Acheson, G. Howland Shaw.
Chief of Division of International Communications: Thomas Burke.
Telecommunications Section: Francis Colt DeWolf, Joseph T. Keating, Harvey B. Otterman.
Chief of Division of Cultural Relations: Charles A. Thompson; assistant (radio), John M. Begg.
Chief of Division of Current Information: Michael J. McDermott; assistants, Howard Bucknell Jr., Robert T. Pell, John Dreier.

•

OFFICE OF FOREIGN RELIEF AND REHABILITATION SERVICES

(Affiliated with State Dept.)

Director: Herbert Lehman.

U. S. TARIFF COMMISSION

E St. between 7th & 8th Sts.
National 3947

Commissioners: Oscar B. Ryder, chairman; Lynn R. Edminster, vice chairman; Edgar B. Brossard, E. Dana Durand.
Secretary: E. M. Whitcomb (acting).

TAX COURT OF U. S.

Constitution Ave. at 12th St.
National 5771

Members: J. Edgar Murdock, presiding judge; Charles P. Smith, John M. Sternhagen, C. Rogers Arundell, Ernest H. Van Fossan, Eugene Black, J. Russell Leech, Bolon B. Turner, Arthur J. Mellott, William W. Arnold, John A. Tyson, Samuel B. Hill, Richard L. Disney, Marion J. Harron, John W. Kern, Clarence V. Opper.
Secretary: Robert C. Tracy.
Clerk: Bertus D. Gamble.
Reporter: Mabel M. Owen.

TENNESSEE VALLEY AUTHORITY

Woodward Bldg., Washington
National 7031
New Sprankle Bldg., Knoxville
Telephone 2-7181

Directors: David E. Lilienthal, chairman; Dr. Harcourt A. Morgan, vice-chairman; James P. Pope.
General Manager: Gordon R. Clapp (Knoxville).
Director of Information: W. L. Sturdivant (Knoxville).

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15th St. & Pennsylvania Ave.
National 6400

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Under Secretary: Daniel W. Bell.
Assistant Secretary in Charge of Customs, Narcotics & Secret Service: Herbert E. Gaston.
Assistant Secretary: John L. Sullivan.
Commissioner of Internal Revenue: Guy T. Helvering.
Comptroller of Currency: Preston Delano.
Chief, Secret Service Division: Frank J. Wilson.
Director, Bureau of The Mint: Nellie Tayloe Ross.
General Counsel: Randolph Paul.
Director of Press Relations: Charles Schwarz.
Executive Director War Savings Staff: Eugene W. Sloan.
Director of Press & Radio for War Savings Staff: Vincent F. Callahan.
Chief of Radio Section, War Savings Staff: Marjorie L. Spriggs.
Staff of Radio Section: Emerson Waldman, Ruth Girard, Morton Millman, William S. Rainey, Jules Alberti, Estelle Broderick, Everett G. Opie.

VETERANS ADMINISTRATION

Vermont Ave. between
H and I Sts.
District 6110

Administrator of Veterans Affairs: Gen. Frank T. Hines.
Assistant Administrators: Col. George E. Ijams, Maj. Omer W. Clark, Harold W. Breining.
Chief of Press Relations: Edward Lewis; assistant, Mrs. Inez Pugh.

WAR DEPARTMENT

Pentagon Bldg.
Arlington, Va., Republic 6700

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Under Secretary of War: Robert P. Patterson.
Assistant Secretary of War: John J. McCloy.
Assistant Secretary of War for Air: Robert A. Lovett.
Army Chief of Staff: Gen. George C. Marshall.
Services of Supply: Lt. Gen. B. B. Somervell.
Army Ground Forces: Lt. Gen. L. J. McNair.
Army Air Forces: Lt. Gen. H. H. Arnold.
Army Signal Corps: Maj. Gen. Dawson Olmstead, chief signal officer; assistant and executive officer, Brig. Gen. James A. Code Jr.; assistant executive officer, Lt. Col. James W. Baldwin.
Adjutant General: Maj. Gen. James A. Ulio.
Provost Marshal General: Maj. Gen. Allen W. Gullion.
Judge Advocate General: Maj. Gen. Myron C. Cramer.
Chief of Special Services: Brig. Gen. F. H. Osborne; executive officer, Col. Raymond W. Hardenbergh; Lt. Col. Thomas H. A. Lewis, in charge of radio.
Chief of Army Chaplains: Brig. Gen. William R. Arnold.

Bureau of Public Relations

Director: Major Gen. A. D. Surles.
Deputy Director: Col. Stanley Grogan.
Assistants to the Director: Lt. Col. William E. Slater (S.O.S.); Col. Wm. P. Nuckols (Air Forces); Col. Faulkner Heard (Ground Forces).
Chief, News Division: Col. R. Ernest Dupuy.
Chief, War Intelligence Division: Col. F. V. Fitzgerald.
Chief, Industrial Service Division: Col. A. R. Ginsburgh.
Chief, Press Branch: Lt. Col. M. E. Newton.
Chief, Radio Branch: Lt. Col. E. M. Kirby.
Chief, Radio Branch, Hollywood: R. C. Coleson.
Chief, Pictorial Branch: Lt. Col. Curtis Mitchell.
Chief, Publications Branch: Maj. Douglas Parmentier, acting.
Chief, Continental Liaison Branch: Capt. John H. Galloway, acting.
Chief, Review Branch: Lt. Col. J. T. Winterich.
Chief, Overseas Liaison Branch: Maj. J. Bomar.
Chief, Analysis Branch: Lt. Col. George W. Hibbert.

Service Commands, PRO Officers

First Service Command, 808 Commonwealth Ave., Boston, Mass.: Maj. Walter A. Brown.
Second Service Command, 90 Church St., New York City: Lt. Col. Jack J. Rohan, (Eastern Defense Command) Lt. Col. Ed. J. Glavin.
Third Service Command, U. S. Postoffice, Baltimore: Lt. Col. Jas. P. Wharton.
Fourth Service Command, Postoffice Bldg., Atlanta: Col. Stacy Knopf.
Fifth Service Command, Fort Hayes, Columbus, O.: Maj. E. L. Nelson.
Sixth Service Command, Postoffice Chicago: Capt. Oscar N. Taylor.
Seventh Service Command, Federal Bldg., Omaha: Maj. Robert W. Reed.
Eighth Service Command, Fort Sam Houston, Tex.: Lt. Col. Royden Williamson.
Ninth Service Command, Fort Douglas, Utah: Capt. A. E. Gilbert.

NOTE: Because of rapid turnover in personnel, it is suggested that communications to the various Armies or Corps Areas be addressed simply to "Public Relations Officer in charge of Radio".

Frequency Measuring Service

Why You Should Subscribe to This RCA Service

Stringent FCC regulations make imperative vigilant supervision of emitted signals.

No modern transmitter, while stable, reliable, and skillfully operated is totally immune from occasional frequency drifts. Such drifts occur when least expected. It is extremely important that they be detected and corrected before they assume serious proportions.

Local checking equipment is of value, but can only be relied upon if such equipment is occasionally calibrated against standards of unquestioned accuracy.

RCA's laboratories, which make several thousand measurements per month, have gained an unrivaled background of many years of experience in systematic, precise, measurements of the frequencies of RCA and foreign commercial radio stations, operating on frequencies ranging from .013 to 140 Megacycles.

Numerous Broadcasting, Police, Aviation, and Commercial stations throughout the United States, and in Canada, Mexico, and the West Indies, rely with confidence upon this RCA Service.

Regular scanning of all frequency bands permits close supervision of the accuracy of any transmitter subscribing to the Measuring Service.

Excessive frequency deviations or development of spurious radiations in a subscriber's transmitter are reported immediately to the subscriber by telephone or telegraph.

The accuracy of RCA Standard Oscillators is better than two parts in ten million which means that measurements in the broadcast band are covered within a fraction of a cycle per second.

Measurements made by RCA Laboratories are acceptable to the FCC.

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28 Geary Street
Phone: Garfield 4200

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Riverhead, N. Y.
Phone: Riverhead 2290
or Telegraph via Western Union
Riverhead, New York

Point Reyes, Calif.
Phone: Inverness 9-W
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A new 19" x 28" R.C.A. Communications map of the world will be sent upon request. Please mention the name of this publication.

Television Stations Authorized by the FCC

(As of Jan. 15, 1943 in accordance with Rules 4.61-4.79)

CHANNELING SYSTEM

GROUP A

Channel No.	
1	50,000-56,000 kc.
2	60,000-66,000 kc.
3	66,000-72,000 kc.
4	78,000-84,000 kc.
5	84,000-90,000 kc.
6	96,000-102,000 kc.
7	102,000-108,000 kc.

GROUP B

Channel No.	
8	162,000-168.000 kc.
9	180,000-186,000
10	186,000-192,000 kc.
11	204,000-210,000
12	210,000-216.000 kc.
13	234,000-236,000
14	236,000-246,000
15	258,000-264.000 kc.
16	264,000-270,000
17	282,000-288,000
18	288,000-294,000

GROUP C

Any 6,000 kc. band above 300,000 kc., excluding band 400,000-401,000 kc.

COMMERCIAL

Licensee and Location	Call Letters	Channel No.	Effective Signal Radiated
Balaban & Katz Corp. Chicago, Ill.	WBKB	2	800
Columbia Broadcasting System Inc. New York City	†WCBW	2	1,000 CP-2,400
Don Lee Broadcasting System, Hollywood, Cal.	KTSL	1	5,600
General Electric Co., Schenectady, N. Y.	†WRGB	3	3,100
The Journal Co., Milwaukee, Wis.	WMJT	3	1,200
National Broadcasting Co. Inc. New York City	†WNBT	1	1,800
Philco Radio & Television Corp., Philadelphia, Pa.	†WPTZ	3	1,000
Zenith Radio Corp., Chicago, Ill.	WTZR	1	1,270

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†License covering CP issued. All others authorized for construction.

EXPERIMENTAL

Licensee and Location	Call Letters	Channel No.	Power in Watts Visual	Aural
Balaban & Katz Corp., Chicago, Ill.	W9XBK	2	1,000	1,000
Balaban & Katz Corp., Chicago, Ill.	W9XPR	Group C	10	----
Columbia Broadcasting System, Inc., New York, N. Y.	W2XAB	2	7,500	7,500
The Crosley Corp., Cincinnati, Ohio	W8XCT	1	1,000	1,000
Allen B. DuMont Laboratories, Inc., Passaic, N. J.	W2XVT	4	50	50
Allen B. DuMont Laboratories, Inc., New York, N. Y.	W2XWV	4	1,000	1,000
Allen B. DuMont Laboratories, Inc., Washington, D. C.	W3XWT	1	1,000	1,000
Kansas State College of Agriculture & Applied Science, Manhattan, Kan.	W9XAK	1	100	100
Don Lee Broadcasting System, Los Angeles, Cal.	W6XAO	1	1,000	150
Metropolitan Television, Inc., New York, N. Y.	W2XMT	8	250	250
Philco Radio & Television Corp., Philadelphia, Pa.	W3XE	3	10,000	10,000
Purdue University, West Lafayette, Ind.	W9XG	3	750	750
State University of Iowa, Iowa City, Iowa	W9XUI	1 & 12	100	----
Television Productions, Inc., Los Angeles, Cal.	W6XYZ	4	1,000	1,000
Zenith Radio Corp., Chicago, Ill.	W9XZV	1	1,000	1,000

Paul F. Godley

Consulting Radio Engineer

Phone:

Montclair (N. J.) 2-7859

Du Mont—pioneer and specialist in cathode-ray tube equipment—builds and has already provided several pioneer telecasters with complete studio and transmitting equipment, from camera to transmitting tower.

Du Mont television equipment is distinguished by several innovations and marked advances. The electronic view finder; the camera chain of handy, portable units for studio or remote pickup; perfected synchronizing signal generators that stay in "sync" with minimum attention; improved film pickup and chain, etc.

The Du Mont Synchromatic (flexible) television system permits wide range of scanning standards, which are automatically compensated for by a simplified television receiver of lowered cost. Eliminates obsolescence and other economic drawbacks. The Du Mont "memory" screen permits halving the number of frames without flicker, for finer pictorial detail or for narrowed channel.

Standard line of large-image television receivers. 14- and 20-inch teletrons. Table and console models. DeLuxe models with all-wave broadcast reception included.

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★ In your present broadcasting work, Du Mont can be of immediate aid. Du Mont cathode-ray tubes and Du Mont oscillographs are widely used for engineering, maintenance and operational activities.

Du Mont Type 213-A Modulation Monitor here shown is a "must" in safeguarding today's high broadcasting standards. Permits monitoring and study of radio-frequency transmissions. Contains own resonant circuit tuned to transmitter frequency and coupled by means of low-impedance link to source of modulated radio frequency. Modulated envelope or trapezoidal modulation patterns. Tune circuit frequency range of from 400 kc. to beyond 40 mc. per second.

CATHODE-RAY MODULATION MONITOR

Also standard Du Mont oscillographs meeting every need. Special equipment developed and built for unusual requirements.

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★ Sunday night will long be remembered by New York pioneer television fans as Du Mont Television Night. For even in the darkest hour of war, when television activity has dropped to its lowest ebb, Du Mont engineers, program director, studio assistants, and a galaxy of entertainers, have been putting on scheduled programs of outstanding entertainment value, while relaxing from their war job activities.

Thus the logical climax to Du Mont television engineering. Those same engineers responsible for many television innovations, refinements, advances, have been trying out their ideas under actual telecasting conditions. And what they have thereby experienced is reflected in further, up-to-the-minute, vital engineering developments. Meanwhile, such telecasting practice is tied in with the development and production of home television receivers. Television—from camera to home receiver—can be specified by just one word: DU MONT.

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DIRECTORY OF COMMERCIAL FM BROADCASTING STATIONS OF THE U. S.

**Indicates Station Holding Construction Permit But Operating On A Commercial Basis Under Special Temporary Authorization Of The FCC Using the Facilities of Previously Authorized Experimental FM Stations.*

(Corrected to Jan. 15, 1943)

Frequency is Given in Megacycles; Service Area in Square Miles. Where Station is Connected With a Standard Broadcast Station, Affiliation is Shown in Parentheses

CALIFORNIA

*K45LA, LOS ANGELES—CP issued to Don Lee Broadcasting System (KHJ). Frequency: 44.5 mc. Service Area: 7,000 sq. mi.

K61LA, LOS ANGELES — CP issued to Metro-Goldwyn-Mayer Studios Inc. Frequency: 46.1 mc. Service Area: 7,000 sq. mi.

CONNECTICUT

W53H, HARTFORD — Licensed to The Travelers Broadcasting Service Corp. (WTIC). Frequency: 45.3 mc. Service Area: 6,100 sq. mi. Personnel: Leonard J. Patricelli, director.

*W65H, HARTFORD—CP issued to WDRC, Inc. (WDRC). Frequency: 46.5 mc. Service Area: 6,100 sq. mi. Personnel: Franklin M. Doolittle, director; Carlton Brown, transmitter engineer.

ILLINOIS

W51C, CHICAGO—Licensed to Zenith Radio Corporation. Frequency: 45.1 mc. Service Area: 10,800 sq. mi. Personnel: Commander E. F. MacDonald, president.

*W59C, CHICAGO—CP issued to WGN Inc. (WGN). Frequency: 45.9 mc. Service Area: 10,800 sq. mi. Personnel: Frank P. Schreiber, director; Estelle Barnes, assistant manager.

*W67C, CHICAGO—CP issued to Columbia Broadcasting System Inc. (WBBM). Frequency: 46.7 mc. Service Area: 10,800 sq. mi.

*W75C, CHICAGO—CP issued to Moody Bible Institute of Chicago (WMBI). Frequency: 47.5 mc. Service Area: 10,800 sq. mi. Personnel: Henry C. Crowell, director.

W83C, CHICAGO—CP issued to WHFC, Inc. (WHFC). Frequency: 48.3 mc. Service Area: 10,800 sq. mi.

INDIANA

W45V, EVANSVILLE—Licensed to Evansville On The Air Inc. (WEOA-WGBF). Frequency: 44.5 mc. Service Area: 8,400 sq. mi. Personnel: Clarence Leich, director; John B. Caraway Jr., chief engineer.

*W49FW. FORT WAYNE—CP issued to Westinghouse Radio Stations Inc. (WOWO-WGL). Frequency: 44.9 mc. Service Area: 6,100 sq. mi.

W73I, INDIANAPOLIS—CP issued to Associated Broadcasters Inc. Frequency: 47.3 mc. Service Area: 8,400 sq. mi.

W71SB, SOUTH BEND—CP issued to South Bend Tribune (WSBT). Frequency: 47.1 mc. Service Area: 7,100 sq. mi. Personnel: F. D. Schurz, director; R. H. Swintz, commercial manager; Mark Boyden, chief engineer.

LOUISIANA

W45BR, BATON ROUGE—Licensed to Baton Rouge Broadcasting Co. Inc. (WJBO). Frequency: 44.5 mc. Service Area: 8,100 sq. mi. Personnel: J. Roy Dabadie, director.

MASSACHUSETTS

W39B, BOSTON—Licensed to The Yankee Network Inc. (WNAC). Frequency: 43.9 mc. Service Area: 31,000 sq. mi. Personnel: John Shepard 3d, president; staff, see Yankee Network.

*W43B, BOSTON—CP issued to The Yankee Network Inc. (WNAC). Frequency: 44.3 mc. Service Area: 19,000 sq. mi. Personnel: John Shepard 3d, president; staff, see Yankee Network.

*W67B, BOSTON—CP issued to Westinghouse Radio Stations Inc. (WBZ). Frequency: 46.7 mc. Service Area: 6,700 sq. mi. Personnel: C. S. Young, director.

MICHIGAN

W45D, DETROIT—Licensed to The Evening News Association (WWJ). Frequency: 44.5 mc. Service Area: 6.800 sq. mi. Personnel: Edwin K. Wheeler, director; Carl Wesser, chief engineer; F. P. Wallace, business manager.

*W49D, DETROIT—CP issued to John Lord Booth (WJLB). Frequency: 44.9 mc. Service Area: 6,800 sq. mi. Personnel: John L. Booth, director; Eric Hay, commercial manager; Richard Pavy, chief announcer.

MISSOURI

*K49KC, KANSAS CITY—CP issued to Commercial Radio Equipment Co. Frequency: 44.9 mc. Service Area: 4,400 sq. mi. Personnel: Everett L. Dillard, director.

NEW JERSEY

W95NJ, JERSEY CITY—CP issued to Bremer Broadcasting Corp. (WAAT). Frequency 49.5 mc. Service Area: 6,200 sq. mi.

NEW YORK

W49BN, BINGHAMTON—Licensed to Wylie B. Jones Advertising Agency (WNBF). Frequency: 44.9 mc. Service Area: 6,500 sq. mi. Personnel: E. Ray McCloskey, director.

W39NY, NEW YORK—CP issued to City of New York, Municipal Broadcasting System (WNYC). Frequency: 43.9 mc. Service Area: 3,900 sq. mi. Personnel: Bertrand Arnow, operator.

*W47NY, NEW YORK—CP issued to Muzak Radio Broadcasting Station Inc. Frequency: 44.7 mc. Service Area: 8,500 sq. mi. Personnel: E. M. Finney, executive in charge.

W55NY, NEW YORK—CP issued to William G. H. Finch. Frequency: 45.5 mc. Service Area: 8,500 sq. mi.

W59NY, NEW YORK—CP issued to Interstate Broadcasting Co. Inc. (WQXR). Frequency: 45.9 mc. Service Area: 8.500 sq. mi. Personnel: John V. L. Hogan, director; Hugh K. Boice, commercial; Russell D. Valentine, chief engineer.

*W63NY, NEW YORK—CP issued to Marcus Loew Booking Agency (WHN). Frequency: 46.3 mc. Service Area: 8.500 sq. mi. Personnel: William Fariss, director.

*W67NY, NEW YORK—CP issued to Columbia Broadcasting System Inc. (WABC). Frequency: 46.7 mc. Service Area: 8.500 sq. mi. Personnel: Arthur Hull Hayes, director.

*W71NY, NEW YORK—CP issued to Bamberger Broadcasting Service Inc. (WOR). Frequency: 47.1 mc. Service Area: 8,500 sq. mi.

*W75NY, NEW YORK—CP issued to Metropolitan Television Inc. Frequency: 47.5 mc. Service Area: 8,500 sq. mi.

W51R, ROCHESTER—Licensed to Stromberg-Carlson Telephone Manufacturing Co. (WHAM). Frequency: 45.1 mc. Service Area: 3,200 sq. mi. Personnel: William Fay, director.

W47R, ROCHESTER — Licensed to WHEC Inc. Frequency: 44.7 mc. Service Area: 3.200 sq. mi. Personnel: Gunnar Wiig, director.

W47A, SCHENECTADY—Licensed to Capitol Broadcasting Co. Inc. Frequency: 44.7 mc. Service Area: 6,600 sq. mi.

W85A, SCHENECTADY—Licensed to General Electric Company (WGY) Frequency: 48.5 mc. Service Area: 6,600 sq. mi. Personnel: John R. Sheehan, director.

NORTH CAROLINA

*W41MM, WINSTON-SALEM, CP issued to Gordon Gray (WSJS). Frequency: 44.1 mc. Service Area: 69,400 sq. mi. Personnel: Gordon Gray, owner; Harold Essex, director; Norris O'Neil, business manager; Robert Estes, production manager; C. M. Smith Jr., chief engineer.

OHIO

*W45CM, COLUMBUS—CP issued to WBNS, Inc. (WBNS). Frequency: 44.5 mc. Service Area: 12,400 sq. mi. Personnel: Lester F. Nafzger, director and chief engineer; James Blower, program director; Herbert Welch, promotion.

PENNSYLVANIA

W47P, PITTSBURGH—Licensed to WWSW, Inc. (WWSW). Frequency: 44.7 mc. Service Area: 8,400 sq. mi. Personnel: Frank R. Smith Jr., director; Marie Wilk, program director.

*W75P, PITTSBURGH—CP issued to Westinghouse Radio Stations Inc. (KDKA). Frequency: 47.5 mc. Service Area: 8,400 sq. mi. Personnel: Patti Littell, director.

*W49PH, PHILADELPHIA—CP issued to Pennsylvania Broadcasting Co. (WIP). Frequency: 44.9 mc. Service Area: 9,300 sq. mi. Personnel: Clifford C. Harris, director.

W53PH, PHILADELPHIA — Licensed to WFIL Broadcasting Co. (WFIL). Frequency: 45.3 mc. Service Area: 9,300 sq. mi. Personnel: Roger Clipp, director; Edward C. Obrist, program director; Felix Meyer, assistant program director; L. E. Littlejohn, chief engineer.

*W57PH, PHILADELPHIA — CP issued to Westinghouse Radio Stations Inc. (KYW). Frequency: 45.7 mc. Service Area: 9,300 sq. mi. Personnel: Leslie Joy, director, James Begley, program manager; Eleanor Ulmer, continuity & program planning.

W69PH, PHILADELPHIA — Licensed to WCAU Broadcasting Co. (WCAU). Frequency: 46.9 mc. Service Area: 9,300 sq. mi. Personnel: H. B. Watton, director; Norris West, program director.

W65PH, PHILADELPHIA—CP issued to Seaboard Radio Broadcasting Corp. (WIBG). Frequency: 46.5 mc. Service Area: 9,300 sq. mi.

*W73PH, PHILADELPHIA—CP issued to Wm. Penn Broadcasting Co. (WPEN). Frequency: 47.3 mc. Service Area: 9,300 sq. mi. Personnel: Jerry Austin, director; Charles W. Burtis, chief engineer.

TENNESSEE

W47NV, NASHVILLE—Licensed to Nashville Life & Accident Insurance Co. (WSM). Frequency: 44.7 mc. Service Area: 16,000 sq. mi. Personnel: Marjorie Cooney, director.

UTAH

K47SL, SALT LAKE CITY—CP issued to Radio Service Corporation of Utah (KSL). Frequency: 44.7 mc. Service Area: 700 sq. mi.

WISCONSIN

W55M, MILWAUKEE—Licensed to The Journal Company (WTMJ). Frequency: 45.5 mc. Service Area: 8,500 sq. mi. Personnel: Walter Damm, general manager; L. W. Herzog, station director; R. G. Winnie, program director: Charles Golling, merchandising and promotion manager; D. W. Gellerup, chief engineer.

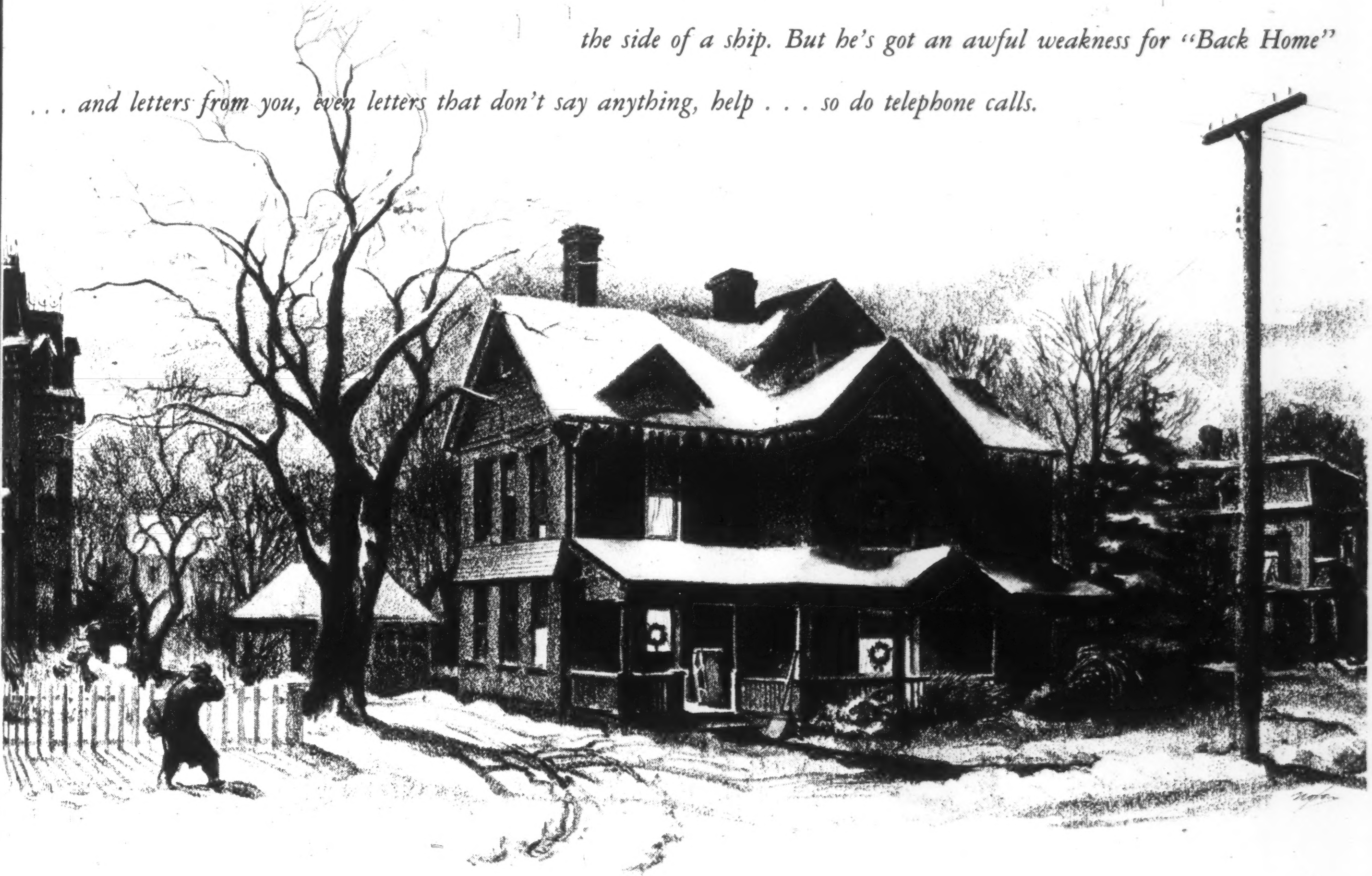
"Mom . . . Mom . . . This is me, Ricky . . . I'm talkin' from Australia . . . How's it sound? . . ."

It sounds like this . . . Like the little boy who got homesick at Summer camp . . .

Like the kid who used to go dancing at the Dreamland pavilion.

It sounds like Ricky . . . The most important sound on earth!

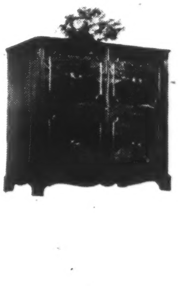
He's big now and brave and tough enough to walk through the side of a ship. But he's got an awful weakness for "Back Home" . . . and letters from you, even letters that don't say anything, help . . . so do telephone calls.



Our big job at Stromberg-Carlson is making some of the equipment they use for these talks . . . Making communications equipment for battle . . . And making it just as reliable and just as durable as 48 years' experience has taught us!

There's another important job for each and every one of us . . . And that is to buy War Bonds and Stamps . . . as many and as often as we possibly can. It's the least we can do.

In radios, telephones, sound systems . . . there is nothing finer than a



STROMBERG-CARLSON

© 1942, STROMBERG-CARLSON TELEPHONE MANUFACTURING COMPANY, ROCHESTER, N. Y.

International Broadcasting Stations of the United States and Canada

Authorized by FCC as of January 1, 1943

Note: Under wartime arrangements made in October-November, 1942, these U. S. shortwave stations are leased by the licensees to the Government, and are programmed by the Office of War Information and the Coordinator of Inter-American Affairs. Other shortwave radiophone stations are also used in their special networks, the complete setup of which is necessarily withheld. Also unannounced are the changes of frequency often required. Rules governing these licenses were suspended or altered in December, including suspension of the normal license term of one year.

Call Letters	Licensee and Transmitter Location	Frequency in mc.	Power in Watts
KWID	The Associated Broadcasters Inc. San Francisco, Cal.	6.06, 7.23, 9.57, 11.87, 15.29, 17.76, 21.61	100,000
WCBX	Columbia Broadcasting System Inc. Brentwood, L. I., New York	6.06, 6.12, 6.17, 9.65, 11.83, 15.27, 17.83, 21.52, 21.57 SA- 9.48 SA- 9.59 SA-15.267 in lieu of 15.27	50,000
WCDA	Columbia Broadcasting System Inc. Brentwood, L. I., New York	6.06, 6.12, 6.17, 9.65, 11.83, 15.27, 17.83, 21.52, 21.57 SA- 9.48 SA- 9.59 SA-15.267 in lieu of 15.27	10,000
WCRC	Columbia Broadcasting System Inc. Brentwood, L. I., New York	6.06, 6.12, 6.17, 9.65, 11.83, 15.27, 17.83, 21.52, 21.57 SA- 9.48 SA- 9.59 SA-15.267 in lieu of 15.27	50,000
WLWO	The Crosley Corp. Mason, O.	6.08, 9.59, 11.71, 15.25, 17.8, 21.65	75,000
KGEI	General Electric Co. Near Belmont, Cal.	6.19, 7.25, 9.53, 9.55, 11.73, 15.21, 15.33	50,000
WGEA	General Electric Co. So. Schenectady, N. Y.	6.19, 7, 9.55, 11.8475, 15.33, 21.5, 21.59 SA- 9.53	50,000
WGEO	General Electric Co. So. Schenectady, N. Y.	6.19, 7, 9.53, 11.8475, 15.33 SA- 9.65	100,000
WNBI	National Broadcasting Co. Inc. Bound Brook, N. J.	6.1, 9.67, 11.89, 15.15, 15.19, 17.78, 21.63 SA-11.893	50,000 SA-100,000 (on 9.67)
WRCA	National Broadcasting Co. Inc. Bound Brook, N. J.	6.1, 9.67, 11,89, 15.15, 15.19, 17.78, 21.63 SA-11.893	50,000 SA-100,000 (on 9.67)
WBOS	Westinghouse Radio Stations Inc. Hull, Mass.	6.14, 9.57, 11.87, 15.21, 17.78, 21.54	50,000
WRUL	World Wide Broadcasting Corp. Scituate, Mass.	6.04, 11.73 11.79, 15.13, 15.35, 17.75, 21.46	50,000
†WRUS	World Wide Broadcasting Corp. Scituate, Mass.	6.04, 11.73, 11.79, 15.13, 15.35, 17.75	50,000 to 100,000 SA- 7,000
WRUW	World Wide Broadcasting Corp. Scituate, Mass.	9.7, 11.73, 11.79, 15.13, 15.35, 17.75, 25.6	20,000

CANADA

Call Letters	Licensee and Location	Frequency in mc.	Power in Watts
CFCX	Canadian Marconi Co., Montreal *Transmitter:* Montreal, Que.	60.05	75
CFRX	Rogers Radio Broadcasting Co. Ltd., Toronto *Transmitter:* Township of King, Ont.	60.7	1,000
CFVP	Voice of the Prairies Ltd., Calgary, Alta. *Transmitter:* Strathmore, Alta.	60.3	100
CHNX	Maritime Broadcasting Co. Ltd., Halifax, N. S. *Transmitter:* Bedford, N. S.	61.3	500
CJCX	Eastern Broadcasters Ltd., Sydney, N. S. *Transmitter:* South Bar Road near Sydney, N. S.	60.1	1,000
CJRO	Transcanada Communications Ltd., Winnipeg, Man. *Transmitter:* Middlechurch, Man.	61.5	2,000
CJRX	Transcanada Communications Ltd., Winnipeg, Man. *Transmitter:* Middlechurch, Man.	117.2	2,000
CKFX	Standard Broadcasting Co. Ltd., Vancouver, B. C. *Transmitter:* Lulu Island, B. C.	60.8	10

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†-Construction permit.
SA-Special Authorization.

Unions And Labor Groups Dealing in Radio Fields

Name of Organization	Affiliation	Address Telephone No.	Executive
American Federation of Labor	**AFL**	901 Mass. Ave. N.W. Washington, D. C. National 3870	William Green, Pres.
Congress of Industrial Organizations	CIO	718 Jackson Pl., N.W. Washington, D. C. Executive 5581	Philip Murray, Pres.
American Communications Association	CIO	10 Bridge St. New York City Bowling Green 9-3007	Joseph Selly, Pres.
International Brotherhood of Electrical Workers	AFL	1200 15th St. N.W. Washington, D. C. District 3766	E. J. Brown, Pres.
American Federation of Musicians	AFL	1450 Broadway New York City Pennsylvania 6-2546	James C. Petrillo, Pres.
International Alliance of Theatrical Stage Employees and Moving Picture Machine Operators	AFL	630 Fifth Ave. New York City Circle 5-4370	Richard F. Walsh, Pres.
American Advertising Guild	CIO	31 E. 27th St. New York City Murray Hill 5-5532	Howard Willard, Pres. Anne Hanley, Secy.
Radio Writers' Guild of the Authors League of America	....	6 E. 39th St. New York City Murray Hill 5-6930	Paul Franklin, Pres.
American Newspaper Guild	CIO	14 Pearl St. New York City Whitehall 3-1272	Milton Murray, Pres.
Associated Actors & Artistes of America	AFL	45 W. 47th St. New York City Bryant 9-3550	Frank Gillmore, Pres.
National Assn. of Broadcast Engineers & Technicians	(NABT)	1509 N. Vine St. Hollywood, Cal. Granite 7273	J. H. Brown, Pres.

Organizations affiliated with Associated Actors & Artistes of America

Name of Organization	Affiliation	Address Telephone No.	Executive
Actors Equity Assn.	AFL	45 W. 47th St. New York City Bryant 9-3550	Bert Lytell, Pres. Paul Dullzell, Ex. Secy.-Treas.
American Federation of Radio Artists	AFL	2 W. 45th St. New York City Vanderbilt 6-1810	Lawrence Tibbett, Pres. Mrs. Emily Holt, Ex. Secy.
American Guild of Musical Artists Inc.	AFL	2 W. 45th St. New York City Murray Hill 2-5644	Lawrence Tibbett, Pres. Mrs. Blanche Witherspoon, Ex. Secy.
American Guild of Variety Artists	AFL	1650 Broadway New York City Circle 6-7130	Matt Shelvey, National Director
Screen Actors Guild	AFL	7046 Hollywood Blvd. Hollywood, Cal. Hollywood 7311	James Cagney, Pres. Kenneth Thomson, Ex. Secy
		545 Fifth Ave. New York City Murray Hill 2-0184	Mrs. Florence Marston, Eastern Representative

Executive and Staff Personnel of the Federal Communications Commission

Headquarters Office: Postoffice Building, Washington, D. C., Phone Executive 3620

(For field offices and staffs, see page 308)

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Secretary: Charlotta Gallap
Senior Clerk Stenographer: Farrell D. McGonigal
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(Democrat; term 1937-1944)
Secretary: Margaret L. Preston
Asst. Secretary: Miriam K. Loveless
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(Republican; term 1934-1943)
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Vincent B. Walch, Assistant Attorney
Maurice W. Wihton, Junior Attorney
Allen W. Sayler, Attorney-Investigator
Robert L. Zimler, Investigator
Dallas Smythe, Head Economist

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Secretary: Ruth Richter
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Chief of Commercial and National Defense Registration Section: John Fulmer
Chief of Amateur and National Defense: J. B. Beadle

Service Division

Nicholas F. Cureton, Chief

Press

Russell R. Clevenger, Director of Information

Members of Former FEDERAL RADIO COMMISSION

Feb. 23, 1927—July 10, 1934

Admiral W. H. G. Bullard, Pennsylvania
March 15, 1927—November 24, 1927 (Deceased)
Orestes H. Caldwell, New York
March 15, 1927—February 23, 1929
Eugene O. Sykes, Mississippi
March 15, 1927—July 10, 1934
Henry A. Bellows, Minnesota
March 15, 1927—October 31, 1927 (Deceased)
Colonel John F. Dillon, California
March 15, 1927—October 8, 1927 (Deceased)
Sam Pickard, Kansas
November 1, 1927—January 31, 1929
Harold A. Lafount, Utah
November 14, 1927—July 10, 1934
Ira E. Robinson, West Virginia
March 29, 1928—January 15, 1932
General C. McK. Saltzman, Iowa
May 2, 1929—July 19, 1932 (Deceased)
William D. L. Starbuck, New York
May 2, 1929—May 23, 1934
Thad H. Brown, Ohio
January 21, 1932 (Deceased)
James H. Hanley, Nebraska
April 1, 1933—July 10, 1934

Former Members of FEDERAL COMMUNICATIONS COMMISSION

Hampson Gary, Texas
July 11, 1934—Dec. 31, 1934
Anning S. Prall, New York
January 17, 1935—July 23, 1937 (Deceased)
Irvin Stewart, Texas
July 11, 1934—June 30, 1937
Frank R. McNinch, North Carolina
October 1, 1937—August 31, 1939
Eugene O. Sykes, Mississippi
July 11, 1934—April 5, 1939
Thad H. Brown, Ohio
July 11, 1934—June 30, 1940 (Deceased)
Frederick J. Thompson, Ala.
April 11, 1939—June 30, 1941

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Secretary: Eva E. Hocutt
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George S. Turner, Assistant Chief, Field Division
George E. Sterling, Assistant Chief Engineer
Secretary: Neva Bell Perry
Lynde P. Wheeler, Principal Physicist
(Chief Technical Information Division)
Ralph D. Jones, Principal Engineer
Manfred K. Toeppen, Head Engineer
Glen E. Nielsen, Principal Electrical Engineer
Raymond Asserson, Senior Engineer
Cyril M. Braum, Senior Engineer
Virgil R. Simpson, Senior Radio Engineer
Howard C. Looney, Senior Engineer
Alexander T. Jenkins, Principal Engineer
William N. Krebs, Head Radio Engineer
Paul M. Lion, Principal Radio Engineer
Wayne Mason, Assistant to the Chief Engineer
Glenn E. West, Senior Engineer
Clure H. Owen, Senior Engineer
Nobie C. Shumway, Jr., Senior Engineer
James E. Barr Senior Engineer
Marion H. Woodward, Principal Engineer
Edward W. Allen, Jr., Senior Radio Engineer
Curtis B. Plummer, Radio Engineer
John E. Doane, Radio Engineer
George J. Dempsey, Senior Engineer
Albert L. Kreis, Senior Radio Engineer
Harold R. Woodyard, Radio Engineer
Leland C. Quaintance, Senior Radio Engineer
Earl M. Johnson, Radio Engineer
Taft Nicholson, Associate Radio Engineer
Leslie R. Brady, Senior Radio Engineer
John R. Evans, Associate Engineer
John D. Corley, Radio Engineer
George B. Donohue, Engineer
Harry J. Meese, Engineer
Alphonsus L. O'Toole, Engineer
Joseph H. Wofford, Associate Electrical Engineer
Daniel H. Arnold, Associate Radio Engineer
George R. Stewart, Assistant Radio Engineer
Howard P. Duckworth, Associate Engineer
Charles E. Goeking, Associate Engineer
James Ruberticchio, Assistant Engineer
Donald C. Kanode, Associate Radio Engineer
George L. Gadea, Engineering Aide
Bernard Carpenter, Engineering Draftsman
Herbert L. Beury, Engineering Aide
Irving J. Shepperd, Associate Electrical Engineer
Ralph J. Renton, Radio Engineer
Chalmer H. Neeb, Associate Radio Engineer
Cecil G. Harrison, Senior Telephone & Telegraph Engineer

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Secretary: Frances Groom
Hugo Reyer, Assistant Chief Accountant

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Robert E. Hodson, Chief, Minute Section
Lawrence A. Corridon, Chief of Contracts and Audits
George Stillwagon, Budget and Fiscal Section
J. B. Beadle, Acting Director of Personnel
Robert D. Leigh, Director, Foreign Broadcast Intelligence Service

Paul F. Godley

Consulting Radio Engineer

Phone:

Montclair (N. J.) 2-7859

Field Offices of the Federal Communications Commission

Chief of Field Division: William D. Terrell, Washington, D. C.

District No.	City	Address	Inspector in Charge
1	Boston, Mass.	Customhouse	Charles C. Kolster
2	New York, N. Y.	641 Washington St.	Arthur Batcheller
3	Philadelphia, Pa.	1200 U. S. Customhouse, 2nd & Chestnut St.	Forest F. Redfern
4	Baltimore, Md.	Ft. McHenry	Edward W. Chapin
5	Norfolk, Va.	402 New P. O. Bldg.	Nathan A. Hallenstein
6	Atlanta, Ga.	411 Federal Annex	Paul H. Herndon, Jr.
7	Savannah, Ga.	--------------	Edward H. Hackman
7	Miami, Fla.	P. O. Box 150	Arthur S. Fish
	Tampa, Fla.	--------------	Milton W. Grinnell
8	New Orleans, La.	Customhouse	Theodore G. Deiler
9	Galveston, Texas	404 Federal Bldg.	
10	Dallas, Texas	302 U. S. Terminal Annex	Louis L. McCabe
10	Beaumont, Texas	--------------	William E. Clyne
11	Los Angeles, Calif.	1749 U. S. P. O. & Courthouse Bldg.	Bernard H. Linden
	San Diego, Calif.	307 U. S. Customhouse	Alfred L. Ritter
12	San Francisco, Calif.	Customhouse	Francis V. Sloan
13	Portland, Ore.	207 New Courthouse Bldg.	Kenneth G. Clark
14	Seattle, Wash.	808 New Federal Bldg.	Landon C. Herndon
15	Denver, Colo.	--------------	Donald A. Murray
16	St. Paul, Minn.	208 U. S. P. O. & Courthouse Bldg.	Edwin S. Heiser
17	Kansas City, Mo.	927 U. S. Courthouse	William J. McDonnell
18	Chicago, Ill.	246 U. S. Courthouse Bldg.	Harold D. Hayes
19	Detroit, Mich.	1025 New Federal Bldg.	Emery H. Lee
	Cleveland, O.	--------------	Charles F. Kocher
20	Buffalo, N. Y.	328 Federal Bldg.	Walter L. Davis
21	Honolulu, T. H.	Aloha Tower	John H. Homsy
22	San Juan, P. R.	Box 2987	William R. Foley
23	Juneau, Alaska.	--------------	Herbert H. Arlowe
	MONITORING STATIONS		
—	Grand Island, Nebr.	--------------	Benjamin E. Wolf
—	Allegan, Mich.	--------------	Irl. D. Ball
	ACCOUNTING OFFICES		
—	New York, N. Y.	45 Broadway	
—	Atlanta, Ga.	713 Atlanta National Bldg.	Max Krumholz
—	St. Louis, Mo.	1860 Railway Exchange Bldg.	Lon A. Cearley
—	San Francisco, Calif.	605 Market St.	

Non-Commercial Educational Broadcast Stations

(Authorized Under FCC Rules 4.131-4.137)
† Under Construction.

Call Letters	*Licensee & Location*	*Frequency in Kc.*	*Power in Watts*
KALW	Board of Education of the San Francisco Unified District, San Francisco, Cal.	42,100	1,000
†WBEZ	Board of Education, City of Chicago, Chicago, Ill.	42,500	1,000
WBKY	University of Kentucky, Beattyville, Ky.	42,900	100
WBOE	Cleveland City Board of Education, Cleveland, O.	42,500	1,000
†WCAH	Board of Education, City of Buffalo, Buffalo, N. Y.	42,900	1,000
WIUC	University of Illinois, Urbana, Ill.	42,900	250
WNYE	Board of Education, City of New York, Brooklyn, N. Y.	42,100	1,000

Note—All stations employ FM except WBKY which uses AM (A3) emission.

Wartime Broadcast Regulations

(Continued from page 284)

(3) Such rating is not used in any case to increase the value of an operator's inventory of repair parts, other than tubes, above the value of such inventory on the date of this order.

(4) Such rating is not used to replace in inventory a new part if the defective part can be repaired with a smaller consumption of raw material.

(5) The tube which has been replaced from operator's inventory or for which replacement is required has been operated to failure.

(6) The operator has returned to the manufacturer any power tube rated at 25 watts or more which has failed, unless such tube is to be repaired.

(7) Equipment which has failed has been operated within the ratings specified by the manufacturer.

(8) Such rating is not used to build up inventory of operating supplies other than tubes, in excess of requirements for a three-month period.

(9) Such operator was actively engaged in one of the activities listed on Schedule A hereof, on the date of issuance of the order, or has received specific authorization for his installation from the Director General for Operations of the War Production Board.

(f) *Application and extension of rating.* An operator or supplier, in order to apply the preference rating assigned by this Order, shall endorse the following statement on the purchase order or contract for such material signed manually or as provided in Priorities Regulation No. 7 (§944.27) by an official duly authorized for such purposes.

CERTIFICATION

The undersigned purchaser hereby represents to the seller and to the War Production Board that he is entitled to apply or extend the preference ratings indicated opposite the items shown on this purchase order, and that such application or extension is in accordance with Priorities Regulation No. 3, as amended, with the terms of which the undersigned is familiar.

....
Name of Purchaser Address
By ....
(Signature and title of Date
duly authorized officer)

(g) *Violations.* Any person who wilfully violates any provision of this order, or who in connection with this order, wilfully conceals a material fact or furnishes false information to any department or agency of the United States is guilty of a crime, and upon conviction may be punished by fine or imprisonment. In addition, any such person may be prohibited from making or obtaining further deliveries of, or from processing or using material under priority control and may be deprived of priorities assistance.

(P.D. Reg. 1, as amended, 6 F.R. 6680; W.P.B. Reg. 1, 7 F.R. 561; E.O. 9024, 7 F.R. 329; E.O. 9040, 7 F.R. 527; E.O. 9125, 7 F.R. 2719; sec. 2 (a), Pub. Law 671, 76th Cong., as amended by Pub. Laws 89 and 507, 77th Cong.)

Issued this 5th day of October 1942.

Ernest Kanzler,
Director General for Operations.

SCHEDULE A

1. Radio communication, including broadcasting.
2. Sound recording for commercial purposes.
3. Radio direction finding.

McNARY AND WRATHALL
CONSULTING RADIO ENGINEERS

●

FREQUENCY MODULATION

TELEVISION

BROADCAST

ELECTRONIC DEVICES

DIRECTIONAL ANTENNA DESIGN
AND ADJUSTMENTS

FIELD MEASUREMENTS

●

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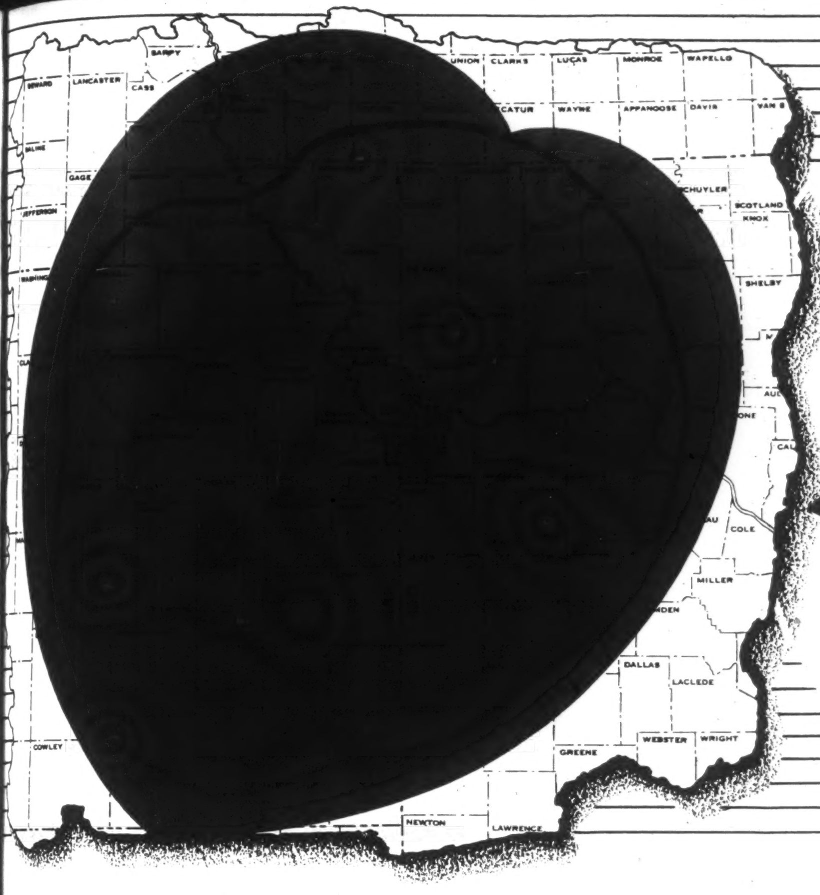
DISTRICT 1205


SARPY
UNION
CLARKE
LUCAS
MONROE
WAPELLO
SEWARD
LANCASTER
CASS
WAYNE
APPANOOSE
DAVIS
SALINE
GAGE
JEFFERSON
SCHUYLER
SCOTLAND
KNOX
SHELBY
COLE
MILLER
DALLAS
LACLEDE
WEBSTER
WRIGHT
GREENE
COWLEY
NEWTON
LAWRENCE

HOW TO WIN THE HEART OF AMERICA

FIRST, of course, you have to understand the make-up of the Heart of America.

It's a vast 78-county area, *evenly divided into two parts.* Its 2,160,000 population is 51% urban and 49% rural. The Heart of America is both the industrial capital of the Midwest and the nation's agricultural center. It's Greater Kansas City's booming factories and distributing organizations—PLUS some 47,000 square miles of busy farm country.

So your selling effort in the Heart of America mustn't be *half-hearted.* You need *both* the *rural* and *urban* halves of the area. *Don't take either without the other.*

For a complete conquest, your best bet is KMBC—the station that can be heard and is listened to throughout the Heart of America.

KMBC lays down a powerful primary signal whose half-millivolt contour encircles the entire Heart of America . . . and KMBC provides secondary or "plus" coverage of an additional million people in six states.

KMBC supplies custom-built programs for *both* rural and urban halves of the Heart of America in a complete broadcast service furnished by no other station. And the basic *network* schedule carried by KMBC is heard *only* on KMBC by 94% of all Heart of America listeners.

That's the secret. To win the Heart of America—all of it—you must have this whole-Hearted *signal* coverage, coupled with whole-Hearted *program* coverage.

Wise advertisers know this. That's why they continue using KMBC over and over.

To learn something of why KMBC is first in the Heart of America, turn the page . . . .

Personalities Preferred in the Heart of America

ERLE SMITH
KMBC News Editor

Former Kansas City managing editor . . . author of hundreds of published articles and short stories . . . veteran of more successful sponsorships than any newscaster in the Heart of America . . . ace of Kansas City's night-time newscasters.

JOHN CAMERON SWAYZE
KMBC News

Former Kansas City newspaper feature writer, editor columnist . . . with Erle Smith, one of Kansas City's two oldest newscasters in point of service . . . His noon-time and Sunday newscasts outrank all competition.

JOHN FARMER
KMBC News

Former press service bureau chief in Hartford and Kansas City . . . publisher of his own rural weekly newspaper . . . presents Kansas City's only newscast edited and written for farm listeners . . . handles all KMBC morning newscasts.

NANCY GOODE
KMBC Happy Kitchen

Graduate home economist and former home service director of statewide utility company . . . one-time college home economics instructor . . . conducts Kansas City's longest-established and most-sponsored participating program.

JUNE MARTIN
KMBC Food Scout

Adviser to thousands on daily "best buys" in fresh foods . . . conducts the original daily broadcast from Kansas City's vast Produce Market . . . a favorite with home-makers and grocery retailers for whom she coordinates buying and selling.

CAROLINE ELLIS
Women's Commentator

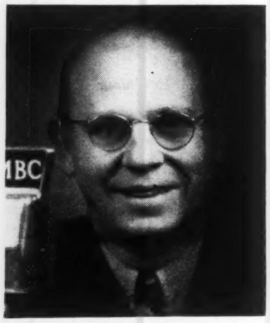
Former author-star of "Caroline's Golden Store" on CBS and NBC for General Mills . . . one of the best-loved personalities in the Midwest . . . her daily commentary show holds major audiences against terrific competition.

WALT LOCHMAN
KMBC Sportscaster

Leading sports authority in this area . . . play-by-play reporter of baseball, football, boxing, and what have you . . . voted America's favorite minor-league announcer in "Sporting News" poll—probably Kansas City's favorite radio voice.

PHIL EVANS
Director, Farm Service

National agricultural authority, former farm commentator on NBC . . . has thousands of personal friends among farmers . . . voted by county agents, livestock growers and listeners generally, the favorite farm personality in KMBC's area.



BOB RILEY
KMBC Marketcaster

For the fourth year, conducts KMBC's livestock market service—only such broadcasts authorized from the Kansas City Livestock Exchange . . . placed second to Phil Evans in County Agents-Stockmen poll of farm personalities.

Because listeners tune in not to stations but to programs — to people — KMBC has always emphasized personalities. KMBC employs by far the largest station staff in the Heart of America. *Only* KMBC in this area has a full-time news department with three veteran newsmen . . . a full-time farm service division . . . a complete home-service department . . . Artists Bureau . . . sports department . . . education department . . . special features division . . . and so on. Each artist—each personality—is individually publicized and promoted. Each has his special following. Collectively, therefore, these audiences include *most* Heart of America radio listeners.

Here's New Evidence of KMBC Leadership in the Heart of America

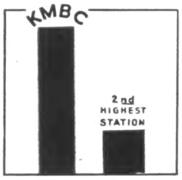
Survey after survey continues to point out KMBC's decisive superiority in audience in Greater Kansas City. KMBC has more first-place quarter-hour periods, day and night, than any other station. That's important to know—but Greater Kansas City is only a *part* of the Heart of America.

So to secure reliable information on *rural* listenership in the Heart of America, extensive studies were made at both the Missouri and Kansas State Fairs in the summer of 1942. Personal-interview surveys were conducted by an independent firm of professional market analysts.

Persons living in the 78-county Heart of America area were questioned specifically about "service" programs—the features best calculated to build rural listening *habits* . . . News, Farm Talks, Markets, Farm Programs and Home-Service Features.

- ***Tabulated results of these surveys, based on nearly 5,000 interviews, showed that:***

In the Heart of America, KMBC audiences, in *each* of the five service-program classifications, outrank those of all other stations!



And for service programs as a whole:

KMBC has 350% more regular listeners than the nearest competing station . . . virtually as many regular listeners as twenty-five other stations combined—*all that were mentioned!*

In and out of Kansas City—throughout the Heart of America—listeners prefer KMBC

SAM H. BENNETT
Director of Sales

ARTHUR B. CHURCH
President and Founder of KMBC

KARL KOERPER
Vice-Pres. & Managing Director

REPRESENTED NATIONALLY BY FREE & PETERS, INC.

KMBC of Kansas City

SINCE 1928, THE BASIC COLUMBIA STATION FOR MISSOURI AND KANSAS

Are They Ridin' for YOUR Brand?

Mr. Advertiser:

An Omaha dairy, troubled with a 250,000-pound surplus of cheese, bought The Texas Rangers Transcribed Library for a 13-week campaign on WOW. Result: In just ten weeks, the dairy's entire cheese production—surplus and all—was sold out! Distribution in the Omaha area had mounted from 25% to 85%! The advertiser, having naturally renewed, is now turning the talents of The Texas Rangers solely to milk *procurement*. The point is, The Texas Rangers Transcribed Library can do a similar selling job for *your* product. There's no better time to start than now.

Mr. Station Manager:

The finest endorsement of The Texas Rangers Library comes from the stations using it . . . There's WJZ, New York—KNX, Hollywood—WENR, Chicago, serving giant markets. KOIN, Portland—WROL, Chattanooga—WSYR, Syracuse—KSFO, San Francisco, reaching middle-sized markets. In smaller markets are stations like WMBD, Peoria—KOBH, Rapid City, S. D.—WHBF, Rock Island. All doing a great job! Smart station operators from coast to coast can tell you plenty about how The Texas Rangers Library builds audience and sales!

★

Big-name Hollywood talent, tested and proved on network and screen—yours at less than the cost of untried local talent. Yours without personnel problems—without temperament troubles—without draft difficulties. The Texas Rangers may go to war, but their music stays home—more than 300 individual selections, including the best of *every type* of familiar music.

Advertisers and station men alike who are interested in gathering listeners and selling goods should immediately write for further details to George E. Halley, Hotel Pickwick, Kansas City, Missouri.

The Texas Rangers Transcribed Librar

AN ARTHUR B. CHURCH PRODUCTION

D

KABC
KABR
KADA
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KFAM
KFAR
KFBB
KFBC
KFBI
KFBK
KFDA
KFDM
KFEL
KFEQ
KFFA
KFGQ
KFH
KFI
KFIO
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KFWB
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KGFL
KGFW

BRO

DIRECTORY OF U. S. BROADCASTING STATIONS BY CALL LETTERS

** Denotes new station authorized but not yet in operation as of January 1, 1943*

K

KABC—San Antonio, Tex.
KABR—Aberdeen, S. D.
KADA—Ada., Okla.
KALB—Alexandria, La.
KALE—Portland, Ore.
KAND—Corsicana, Tex.
KANS—Wichita, Kan.
KARK—Little Rock, Ark.
KARM—Fresno, Cal.
KASA—Elk City, Okla.
KAST—Astoria, Ore.
KATE—Albert Lea, Minn.
KAVE—Carlsbad, N. M.
KBIX—Muskogee, Okla.
KBIZ—Ottumwa, Ia.
KBKR—Baker, Ore.
KBND—Bend, Ore.
KBON—Omaha, Neb.
KBPS—Portland, Ore.
KBST—Big Spring, Tex.
KBTM—Jonesboro, Ark.
KBUR—Burlington, Ia.
KBWD—Brownwood, Tex.
KCKN—Kansas City, Kan.
KCMC—Texarkana, Tex.
KCMO—Kansas City, Mo.
KCRC—Enid, Okla.
KCRJ—Jerome, Ariz.
KDAL—Duluth, Minn.
KDB—Santa Barbara, Cal.
KDFN—Casper, Wyo.
KDKA—Pittsburgh, Pa.
KDLR—Devils Lake, N. D.
KDNT—Denton, Tex.
KDON—Monterey, Cal.
KDRO—Sedalia, Mo.
KDTH—Dubuque, Ia.
KDYL—Salt Lake City, Utah
KECA—Los Angeles, Cal.
KEEW—Brownsville, Tex.
KELA—Centralia, Wash.
KELD—El Dorado, Ark.
KELO—Sioux Falls, S. D.
KENO—Las Vegas, Nev.
KERN—Bakersfield, Cal.
KEUB—Price, Utah
KEVE—Everett, Wash.
KEVR—Seattle, Wash.
KEX—Portland, Ore.
KEYS—Corpus Christi, Tex.
KFAB—Lincoln, Neb.
KFAC—Los Angeles, Cal.
KFAM—St. Cloud, Minn.
KFAR—Fairbanks, Alaska
KFBB—Great Falls, Mont.
KFBC—Cheyenne, Wyo.
KFBI—Wichita, Kan.
KFBK—Sacramento, Cal.
KFDA—Amarillo, Tex.
KFDM—Beaumont, Tex.
KFEL—Denver, Col.
KFEQ—St. Joseph, Mo.
KFFA—Helena, Ark.
KFGQ—Boone, Ia.
KFH—Wichita, Kan.
KFI—Los Angeles, Cal.
KFIO—Spokane, Wash.
KFIZ—Fond du Lac, Wis.
KFJB—Marshalltown, Ia.
KFJI—Klamath Falls, Ore.
KFJM—Grand Forks, N. D.
KFJZ—Fort Worth, Tex.
KFKA—Greeley, Col.
KFKU—Lawrence, Kan.
KFMB—San Diego, Cal.
KFNF—Shenandoah, Ia.
KFOR—Lincoln, Neb.
KFOX—Long Beach, Cal.
KFPW—Ft. Smith, Ark.
KFPY—Spokane, Wash.
KFQD—Anchorage, Alaska
KFRC—San Francisco, Cal.
KFRE—Fresno, Cal.
KFRO—Longview, Tex,
KFRU—Columbia, Mo.
KFSD—San Diego, Cal.
KFSG—Los Angeles, Cal.
KFUN—Las Vegas, N. M.
KFUO—Clayton, Mo.
KFVD—Los Angeles, Cal.
KFVS—Cape Girardeau, Mo.
KFWB—Los Angeles, Cal.
KFXD—Nampa, Ida.
KFXJ—Grand Junction, Col.
KFXM San Bernardino, Cal.
KFYO—Lubbock, Tex.
KFYR—Bismarck, N. D.
KGA—Spokane, Wash.
KGB—San Diego, Cal.
KGBS—Harlingen, Tex.
KGBX—Springfield, Mo.
KGCU—Mandan, N. D.
KGCX—Sidney, Mont.
KGDE—Fergus Falls, Minn.
KGDM—Stockton, Cal.
KGEK—Sterling, Col.
KGER—Long Beach, Cal.
KGEZ—Kalispell, Mont.
KGFF—Shawnee, Okla.
KGFJ—Los Angeles, Cal.
KGFL—Roswell, N. M.
KGFW—Kearney, Neb.
KGFX—Pierre, S. D.
KGGF—Coffeyville, Kan.
KGGM—Albuquerque, N. M.
KGHF—Pueblo, Col.
KGHI—Little Rock, Ark.
KGHL—Billings, Mont.
KGIR—Butte, Mont.
KGIW—Alamosa, Col.
KGKB—Tyler, Tex.
KGKL—San Angelo, Tex.
KGKO—Fort Worth, Tex.
KGKY—Scottsbluff, Neb.
KGLO—Mason City, Ia.
KGLU—Safford, Ariz.
KGMB—Honolulu, T. H.
KGNC—Amarillo, Tex.
KGNF—North Platte, Neb.
KGNO—Dodge City, Kan.
KGO—San Francisco, Cal.
KGU—Honolulu, T. H.
KGVO—Missoula, Mont.
KGW—Portland, Ore.
KGY—Olympia, Wash.
KHAS—Hastings, Neb.
KHBC—Hilo, T. H.
KHBG—Okmulgee, Okla.
KHJ—Los Angeles, Cal.
KHMO—Hannibal, Mo.
KHQ—Spokane, Wash.
KHSL—Chico, Cal.
KHUB—Watsonville, Cal.
KICA—Clovis, N. M.
KICD—Spencer, Ia.
KID—Idaho Falls, Ida.
KIDO—Boise, Ida.
KIEM—Eureka, Cal.
KIEV—Glendale, Cal.
KILO—Grand Forks, N. D.
KINY—Juneau, Alaska
KIRO—Seattle, Wash.
KIT—Yakima, Wash.
KIUL—Garden City, Kan.
KIUN—Pecos, Tex.
KIUP—Durango, Col.
KJBS—San Francisco, Cal.
KJR—Seattle, Wash.
KLBM—LaGrande, Ore.
KLCN—Blytheville, Ark.
KLO—Ogden, Utah
KLPM—Minot, N. D.
KLRA—Little Rock, Ark.
KLS—Oakland, Cal.
KLUF—Galveston, Tex.
KLX—Oakland, Cal.
KLZ—Denver, Col.
KMA—Shenandoah, Ia.
KMAC—San Antonio, Tex.
KMBC—Kansas City, Mo.
KMED—Medford, Ore.
KMJ—Fresno, Cal.
KMLB—Monroe, La.
KMMJ—Grand Island, Neb.
KMO—Tacoma, Wash
KMOX—St. Louis, Mo.
KMPC—Beverly Hills, Cal.
KMTR—Los Angeles, Cal.
KMYC—Marysville, Cal.
KMYR—Denver, Col.
KNEL—Brady, Tex.
KNET—Palestine, Tex.
KNOW—Austin, Tex.
KNX—Los Angeles, Cal.
KOA—Denver, Col.
KOAC—Corvallis, Ore.
KOAM—Pittsburg, Kan.
KOB—Albuquerque, N. M.
KOBH—Rapid City, S. D.
KOCA—Kilgore, Tex.
KOCY Oklahoma City, Okla.
KODL—The Dalles, Ore.
KOH—Reno, Nev.
KOIL—Omaha, Neb.
KOIN—Portland, Ore.
KOKO—La Junta, Col.
KOL—Seattle, Wash.
KOMA Oklahoma City, Okla.
KOME—Tulsa, Okla.
KOMO—Seattle, Wash.
KONO—San Antonio, Tex.
KOOS—Marshfield, Ore.
KORE—Eugene, Ore.
KORN—Fremont, Neb.
KOTN—Pine Bluff, Ark.
KOVC—Valley City, N. D.
KOVO—Provo, Utah
KOWH—Omaha, Neb.
KOY—Phoenix, Ariz.
KPAB—Laredo, Tex.
KPAC—Port Arthur, Tex.
KPAS—Pasadena, Cal.
KPDN—Pampa, Tex.
KPFA—Helena, Mont.
KPHO—Phoenix, Ariz
KPLC—Lake Charles, La.
KPLT—Paris, Tex.
KPMC—Bakersfield, Cal.
KPO—San Francisco, Cal.
KPOF—Denver, Col.
KPOW—Powell, Wyo.
KPPC—Pasadena, Cal.
KPQ—Wenatchee, Wash.
KPRC—Houston, Tex.
KPRO—Riverside, Cal.
KQV—Pittsburgh, Pa.
KQW—San Jose, Cal.
KRBA—Lufkin, Tex.
KRBC—Abilene, Tex.
KRBM—Bozeman, Mont.
KRE—Berkeley, Cal.
KRGV—Weslaco, Tex.
KRIC—Beaumont, Tex.
KRIS—Corpus Christi, Tex.
KRJF—Miles City, Mont.
KRKD—Los Angeles, Cal.
KRKO—Everett, Wash.
KRLC—Lewiston, Ida.
KRLD—Dallas, Tex.
KRLH—Midland, Tex.
KRMD—Shreveport, La.
KRNR—Roseburg, Ore.
KRNT—Des Moines, Ia.
KROC—Rochester, Minn.
KROD—El Paso, Tex.
KROS—Clinton, Ia.
KROW—Oakland, Cal.
KROY—Sacramento, Cal.
KRRV—Sherman, Tex.
KRSC—Seattle, Wash.
KSAC—Manhattan, Kan.
KSAL—Salina, Kan.
KSAM—Huntsville, Tex.
KSAN—San Francisco, Cal.
KSCJ—Sioux City, Ia.
KSD—St. Louis, Mo.
KSEI—Pocatello, Ida.
KSFO—San Francisco, Cal.
KSJB—Jamestown, N. D.
KSKY—Dallas, Tex.
KSL—Salt Lake City, Utah
KSLM—Salem, Ore.
KSO—Des Moines, Ia.
KSOO—Sioux Falls, S. D.
KSRO—Santa Rosa, Cal.
KSTP—St. Paul, Minn.
KSUB—Cedar City, Utah
KSUN—Lowell, Ariz.
KSWO—Lawton, Okla.
KTAR—Phoenix, Ariz.
KTBC—Austin, Tex.
KTBI—Tacoma, Wash.
KTBS—Shreveport, La.
KTEM—Temple, Tex.
KTFI—Twin Falls, Ida.
KTHS—Hot Springs, Ark.
KTKC—Visalia, Cal.
KTKN—Ketchikan, Alaska
KTMS—Santa Barbara, Cal.
KTNM—Tucumcari, N. M.
KTOH—Lihue, T. H.
KTOK Oklahoma City, Okla.
KTRB—Modesto, Cal.
KTRH—Houston, Tex.
KTRI—Sioux City, Ia.
KTSA—San Antonio, Tex.
KTSM—El Paso, Tex.
KTSW—Emporia, Kan.
KTTS—Springfield, Mo.
KTUC—Tucson, Ariz.
KTUL—Tulsa, Okla.
KTW—Seattle, Wash.
KUIN—Grants Pass, Ore.
KUJ—Walla Walla, Wash.
KUOA Siloam Springs, Ark.
KUSD—Vermillion, S. D.
KUTA Salt Lake City, Utah
KVAK—Atchison, Kan.
KVAN—Vancouver, Wash.
KVCV—Redding, Cal.
KVEC San Luis Obispo, Cal.
KVFD—Ft. Dodge, Ia.
KVGB—Great Bend, Kan.
KVI—Tacoma, Wash.
KVIC—Victoria, Tex.
KVNU—Logan, Utah
KVOA—Tucson, Ariz.
KVOD—Denver, Col.
KVOE—Santa Ana, Cal.
KVOL—Lafayette, La.
KVOO—Tulsa, Okla.
KVOR Colorado Springs, Col.
KVOS—Bellingham, Wash.
KVOX—Moorhead, Minn.
KVRS—Rock Springs, Wyo.
KVSF—Santa Fe, N. M.
KVSO—Ardmore, Okla.
KVWC—Vernon, Tex.
KWAL—Wallace, Ida.
KWAT—Watertown, S. D.
KWBW—Hutchinson, Kan.
KWEW—Hobbs, N. M.
KWFC—Hot Springs, Ark.
KWFT—Wichita Falls, Tex.
KWG—Stockton, Cal.
KWIL—Albany, Ore.
KWJB—Globe, Ariz.
KWJJ—Portland, Ore.
KWK—St. Louis, Mo.
KWKH—Shreveport, La.
KWKW—Pasadena, Cal.
KWLC—Decorah, Ia.
KWLK—Longview, Wash.
KWLM—Willmar, Minn.
KWNO—Winona, Minn.
KWOC—Poplar Bluff, Mo.
KWON—Bartlesville, Okla.
KWOS—Jefferson City, Mo.
KWRC—Pendleton, Ore.
KWSC—Pullman, Wash.
KWTO—Springfield, Mo.
KWYO—Sheridan, Wyo.
KXA—Seattle, Wash.
KXEL—Waterloo, Ia.
KXL—Portland, Ore.
KXO—El Centro, Cal.
KXOK—St. Louis, Mo.
KXOX—Sweetwater, Tex.
KXRO—Aberdeen, Wash.
KXYZ—Houston, Tex.
KYA—San Francisco, Cal.
KYCA—Prescott, Ariz.
KYOS—Merced, Cal.
KYSM—Mankato, Minn.
KYUM—Yuma, Ariz.
KYW—Philadelphia, Pa.

W

WAAB—Worcester, Mass.
WAAF—Chicago, Ill.
WAAT—Jersey City, N. J.
WABC—New York, N. Y.
WABI—Bangor, Me.
WABY—Albany, N. Y.
WACO—Waco, Tex.
WADC—Akron, O.
WAGA—Atlanta, Ga.
WAGE—Syracuse, N. Y.
WAGF—Dothan, Ala.
WAGM—Presque Isle, Me.
WAIM—Anderson, S. C.
WAIR Winston-Salem, N. C.
WAIT—Chicago, Ill.
WAJR Morgantown, W. Va.
WAKR—Akron, O.
WALA—Mobile, Ala.
WALB—Albany, Ga.
WALL—Middletown, N. Y.
WAML—Laurel, Miss.
WAOV—Vincennes, Ind.
WAPI—Birmingham, Ala.
WAPO—Chattanooga, Tenn.
WARM—Scranton, Pa.
WASH Grand Rapids, Mich.
WASK—Lafayette, Ind.
WATL—Atlanta, Ga.
WATN—Watertown, N. Y.
WATR—Waterbury, Conn.
WATW—Ashland, Wis.
WAVE—Louisville, Ky.
WAWZ—Zarephath, N. J.
WAYS—Charlotte, N. C.
WAYX—Waycross, Ga.
WAZL—Hazleton, Pa.
WBAA West Lafayette, Ind.
WBAB—Atlantic City, N. J.
WBAL—Baltimore, Md.
WBAP—Fort Worth, Tex.
WBAX—Wilkes-Barre, Pa.
WBBB—Burlington, N. C.
WBBL—Richmond, Va.
WBBM—Chicago, Ill.
WBBR—Brooklyn, N. Y.
WBBZ—Ponca City, Okla.
WBCM—Bay City, Mich.
WBEN—Buffalo, N. Y.
WBHP—Huntsville, Ala.
WBIG—Greensboro, N. C.
WBIR—Knoxville, Tenn.
WBLJ—Dalton, Ga.
WBLK—Clarksburg, W. Va.
WBML—Macon, Ga.
WBNS—Columbus, O.
WBNX—New York, N. Y.
WBNY—Buffalo, N. Y.
WBOC—Salisbury, Md.
WBOW—Terre Haute, Ind.
WBRC—Birmingham, Ala.
WBRE—Wilkes-Barre, Pa.
WBRK—Pittsfield, Mass.
WBRW—Welch, W. Va.
WBRY—Waterbury, Conn.
WBT—Charlotte, N. C.
WBTA—Batavia, N. Y.
WBTH—Williamson, W. Va.
WBTM—Danville, Va.
WBYN—Brooklyn, N. Y.
WBZ—Boston, Mass.
WBZA—Boston, Mass.
WCAE—Pittsburgh, Pa.
WCAL—Northfield, Minn.
WCAM—Camden, N. J.
WCAO—Baltimore, Md.
WCAP—Asbury Park, N. J.
WCAR—Pontiac, Mich.
WCAT—Rapid City, S. D.
WCAU—Philadelphia, Pa.
WCAX—Burlington, Vt.
WCAZ—Carthage, Ill
WCBA—Allentown, Pa.
WCBI—Columbus, Miss.
WCBM—Baltimore, Md.
WCBS—Springfield, Ill.
WCBT
Roanoke Rapids, N. C.
WCCO—Minneapolis, Minn.
WCED—DuBois, Pa.
WCFL—Chicago, Ill.
WCHS—Charleston, W. Va.
WCHV—Charlottesville, Va.
WCKY—Cincinnati, O.
WCLE—Cleveland, O.
WCLO—Janesville, Wis.
WCLS—Joliet, Ill.
WCMI—Ashland, Ky.
WCNC Elizabeth City, N. C.
WCOA—Pensacola, Fla.
WCOC—Meridian, Miss.
WCOL—Columbus, O.
WCOP—Boston, Mass.
WCOS—Columbia, S. C.
WCOU—Lewiston, Me.
WCOV—Montgomery, Ala.
WCPO—Cincinnati, O.
WCRS—Greenwood, S. C.
WCRW—Chicago, Ill.
WCSC—Charleston, S. C.
WCSH—Portland, Me.
WDAE—Tampa, Fla.
WDAF—Kansas City, Mo.
WDAK—West Point, Ga.
WDAN—Danville, Ill.
WDAS—Philadelphia, Pa.
WDAY—Fargo, N. D.
WDBC—Escanaba, Mich.
WDBJ—Roanoke, Va.
WDBO—Orlando, Fla.
WDEF—Chattanooga, Tenn.
WDEL—Wilmington, Del.
WDEV—Waterbury, Vt.
WDGY—Minneapolis, Minn.
WDLP—Panama City, Fla.
WDMJ—Marquette, Mich.
WDNC—Durham, N. C.
WDOD—Chattanooga, Tenn.
WDRC—Hartford, Conn.
WDSM—Duluth, Minn.
WDSU—New Orleans, La.
WDWS—Champaign, Ill.
WDZ—Tuscola, Ill.
WEAF—New York, N. Y.
WEAN—Providence, R. I.
WEAU—Eau Claire, Wis.
WEBC—Duluth, Minn.
WEBQ—Harrisburg, Ill.
WEBR—Buffalo, N. Y.
WEDC—Chicago, Ill.
WEED—Rocky Mount, N. C.
WEEI—Boston, Mass.
WEEU—Reading, Pa.
*WEGO—Concord, N. C.
WEIM—Fitchburg, Mass.
WELI—New Haven, Conn.
WELL—Battle Creek, Mich.
WEMP—Milwaukee, Wis.
WENR—Chicago, Ill.
WENY—Elmira, N. Y.
WEOA—Evansville, Ind.
WERC—Erie, Pa.
WEST—Easton, Pa.
WESX—Marblehead, Mass.
WEVD—New York, N. Y.
WEW—St. Louis, Mo.
WEXL—Royal Oak, Mich.
WFAA—Dallas, Tex.
WFAS—White Plains, N. Y.
WFBC—Greenville, S. C.
WFBG—Altoona, Pa.
WFBL—Syracuse, N. Y.
WFBM—Indianapolis, Ind.
WFBR—Baltimore, Md.
WFCI—Pawtucket, R. I.
WFDF—Flint, Mich.
WFEA—Manchester, N. H.
WFHR
Wisconsin Rapids, Wis.
WFIG—Sumter, S. C.
WFIL—Philadelphia, Pa
WFIN—Findlay, O.
WFLA—Tampa, Fla.
WFMD—Frederick, Md
WFMJ—Youngstown, O
WFNC—Fayetteville, N. C
WFOR—Hattiesburg, Miss.
WFOY St. Augustine, Fla.
WFPG Atlantic City, N. J
WFTC—Kinston, N. C
WFTL Ft. Lauderdale, Fla
WFTM—Fort Myers, Fla
WFVA—Fredericksburg, Va.
WGAA—Cedartown, Ga.
WGAC—Augusta, Ga.
WGAL—Lancaster, Pa.
WGAN—Portland, Me.
WGAR—Cleveland, O
WGAU—Athens, Ga.
WGBB—Freeport, N. Y.
WGBF—Evansville, Ind.
WGBG—Greensboro, N. C.
WGBI—Scranton, Pa.
WGBR—Goldsboro, N. C.
WGCM—Gulfport, Miss.
WGES—Chicago, Ill.
WGGA—Gainesville, Ga.
WGH—Newport News, Va.
WGIL—Galesburg, Ill.
WGKV—Charleston, W. Va.
WGL—Ft. Wayne, Ind.
WGN—Chicago, Ill.
WGNC—Gastonia, N. C.
WGNY—Newburg, N. Y.
WGOV—Valdosta, Ga.
WGPC—Albany, Ga.
WGR—Buffalo, N. Y.
WGRC—New Albany, Ind.
WGRM—Greenwood, Miss.
WGST—Atlanta, Ga.
WGTC—Greenville, N. C.
WGTM—Wilson, N. C.
WGY—Schenectady, N. Y.
WHA—Madison, Wis.
WHAI—Greenfield, Mass.
WHAM—Rochester, N. Y.
WHAS—Louisville, Ky.
WHAT—Philadelphia, Pa.
WHAZ—Troy, N. Y.
WHB—Kansas City, Mo.
WHBB—Selma, Ala.
WHBC—Canton, O.
WHBF—Rock Island, Ill.
WHBI—Newark, N. J.
WHBL—Sheboygan, Wis.
WHBQ—Memphis, Tenn.
WHBU—Anderson, Ind.
WHBY—Appleton, Wis.
WHCU—Ithaca, N. Y.
WHDF—Calumet, Mich.
WHDH—Boston, Mass.
WHDL—Olean, N. Y.
WHEB—Portsmouth, N. H.
WHEC—Rochester, N. Y.
WHFC—Cicero, Ill.
WHIO—Dayton, O.
WHIS—Bluefield, W. Va.
WHIT—New Bern, N. C.
WHIZ—Zanesville, O.
WHJB—Greensburg, Pa.
WHK—Cleveland, O.
WHKC—Columbus, O.
WHKY—Hickory, N. C.
WHLB—Virginia, Minn.
WHLD Niagara Falls, N. Y.
WHLN—Harlan, Ky.
WHLS—Port Huron, Mich.
WHMA—Anniston, Ala.
WHN—New York, N. Y.
WHO—Des Moines, Ia.
WHOM—Jersey City, N. J.
WHOP—Hopkinsville, Ky.
WHP—Harrisburg, Pa.
WHUB—Cookeville, Tenn.
WHYN—Holyoke, Mass.
WIAC—San Juan, P. R.
WIBA—Madison, Wis.
WIBC—Indianapolis, Ind.
WIBG—Philadelphia, Pa.
WIBM—Jackson, Mich.
WIBU—Poynette, Wis.
WIBW—Topeka, Kan.
WIBX—Utica, N. Y.
WICA—Ashtabula, O.
WICC—Bridgeport, Conn.
WIGM—Medford, Wis.
WIL—St. Louis, Mo.
WILL—Urbana, Ill.
WILM—Wilmington, Del.
WINC—Winchester, Va.
WIND—Gary, Ind.
WING—Dayton, O.
WINN—Louisville, Ky.
WINS—New York, N. Y.
WINX—Washington, D. C.
WIOD—Miami, Fla.
WIP—Philadelphia, Pa.
WIRE—Indianapolis, Ind.
WIS—Columbia, S. C.
WISE—Asheville, N. C.
WISH—Indianapolis, Ind.
WISN—Milwaukee, Wis.
WISR—Butler, Pa.
WITH—Baltimore, Md.
WIZE—Springfield, O.
WJAC—Johnstown, Pa.
WJAG—Norfolk, Neb.
WJAR—Providence, R. I.
WJAS—Pittsburgh, Pa.
WJAX—Jacksonville, Fla.
WJBC—Bloomington, Ill.
WJBK—Detroit, Mich.
WJBO—Baton Rouge, La.
WJBW—New Orleans, La.
WJBY—Gadsden, Ala.
WJDX—Jackson, Miss.
WJEJ—Hagerstown, Md.
WJHL—Johnson City, Tenn.
WJHO—Opelika, Ala.
WJHP—Jacksonville, Fla.
WJIM—Lansing, Mich.
WJJD—Chicago, Ill.
WJLB—Detroit, Mich.
WJLD—Bessemer, Ala.
WJLS—Beckley, W. Va.
WJMA—Covington, Va.
WJMC—Rice Lake, Wis.
WJMS—Ironwood, Mich.
WJNO—W. Palm Beach, Fla.
WJOB—Hammond, Ind.
WJPA—Washington, Pa.
WJPF—Herrin, Ill.
WJPR—Greenville, Miss.
WJR—Detroit, Mich.
WJRD—Tuscaloosa, Ala.
*WJRM—Elkins, W. Va.

(*Continued on page 314*)

DIRECTORY OF U. S. BROADCASTING STATIONS BY CALL LETTERS

** Denotes new station authorized but not yet in operation as of January 1, 1943*

[Continued from page 313]

WJSV	Washington, D. C.
WJTN	Jamestown, N. Y.
WJW	Akron, O.
WJWC	Hammond, Ind.
WJZ	New York, N. Y.
WJZM	Clarkesville, Tenn.
WKAQ	San Juan, Puerto Rico
WKAR	East Lansing, Mich.
WKAT	Miami Beach, Fla.
WKBB	Dubuque, Ia.
WKBH	LaCrosse, Wis.
WKBN	Youngstown, O.
WKBO	Harrisburg, Pa.
WKBV	Richmond, Ind.
WKBW	Buffalo, N. Y.
WKBZ	Muskegon, Mich.
WKEU	Griffin, Ga.
WKIP	Poughkeepsie, N. Y.
WKMO	Kokomo, Ind.
WKNE	Keene, N. H.
WKNY	Kingston, N. Y.
WKOK	Sunbury, Pa.
WKPA	New Kensington, Pa.
WKPT	Kingsport, Tenn.
WKRC	Cincinnati, O.
WKRO	Cairo, Ill.
WKST	New Castle, Pa.
WKWK	Wheeling, W. Va.
WKY	Oklahoma City, Okla.
WKZO	Kalamazoo, Mich.
WLAC	Nashville, Tenn.
WLAG	La Grange, Ga.
WLAK	Lakeland, Fla.
*WLAN	Endicott, N. Y.
WLAP	Lexington, Ky.
WLAV	Grand Rapids, Mich.
WLAW	Lawrence, Mass.
WLAY	Muscle Shoals City, Ala.
WLB	Minneapolis, Minn.
WLBC	Muncie, Ind.
WLBJ	Bowling Green, Ky.
WLBL	Stevens Point, Wis.
WLBZ	Bangor, Me.
WLDS	Jacksonville, Ill.
WLEU	Erie, Pa.
WLIB	Brooklyn, N. Y.
WLLH	Lowell, Mass.
WLNH	Laconia, N. H.
WLOF	Orlando, Fla.
WLOG	Logan, W. Va.
WLOK	Lima, O.
WLOL	Minneapolis, Minn.
WLPM	Suffolk, Va.
WLS	Chicago, Ill.
WLVA	Lynchburg, Va.
WLW	Cincinnati, O.
WMAL	Washington, D. C.
WMAM	Marinette, Wis.
WMAN	Mansfield, O.
WMAQ	Chicago, Ill.
WMAS	Springfield, Mass.
WMAZ	Macon, Ga.
WMBD	Peoria, Ill.
WMBG	Richmond, Va.
WMBH	Joplin, Mo.
WMBI	Chicago, Ill.
WMBO	Auburn, N. Y.
WMBR	Jacksonville, Fla.
WMBS	Uniontown, Pa.
WMC	Memphis, Tenn.
WMCA	New York, N. Y.
WMEX	Boston, Mass.
WMFD	Wilmington, N. C.
WMFF	Plattsburg, N. Y.
WMFG	Hibbing, Minn.
WMFJ	Daytona Beach, Fla.
WMFR	High Point, N. C.
WMGA	Moultrie, Ga.
WMIN	St. Paul, Minn.
WMIS	Natchez, Miss.
WMJM	Cordele, Ga.
WMMN	Fairmont, W. Va.
WMOB	Mobile, Ala.
WMOG	Brunswick, Ga.
WMPC	Lapeer, Mich.
WMPS	Memphis, Tenn.
WMRC	Greenville, S. C.
WMRF	Lewistown, Pa.
WMRN	Marion, O.
WMRO	Aurora, Ill.
WMSL	Decatur, Ala.
WMT	Cedar Rapids, Ia.
WMUR	Manchester, N. H.
WMVA	Martinsville, Va.
WNAB	Bridgeport, Conn.
WNAC	Boston, Mass.
WNAD	Norman, Okla.
WNAX	Yankton, S. D.
WNBC	Hartford, Conn.
WNBF	Binghamton, N. Y.
WNBH	New Bedford, Mass.
WNBZ	Saranac Lake, N. Y.
WNEL	San Juan, Puerto Rico
WNEW	New York, N. Y.
WNLC	New London, Conn.
WNOE	New Orleans, La.
WNOX	Knoxville, Tenn.
WNYC	New York, N. Y.
WOAI	San Antonio, Tex.
WOC	Davenport, Ia.
WOCB	West Yarmouth, Mass.
WOI	Ames, Ia.
WOKO	Albany, N. Y.
WOL	Washington, D. C.
WOLF	Syracuse, N. Y.
WOLS	Florence, S. C.
WOMI	Owensboro, Ky.
WOMT	Manitowoc, Wis.
WOOD	Grand Rapids, Mich.
WOPI	Bristol, Tenn.
WOR	New York City
WORC	Worcester, Mass.
WORD	Spartanburg, S. C.
WORK	York, Pa.
WORL	Boston, Mass.
WOSH	Oshkosh, Wisc.
WOSU	Columbus, O.
WOV	New York, N. Y.
WOW	Omaha, Neb.
WOWO	Ft. Wayne, Ind.
WPAB	Ponce, Puerto Rico
WPAD	Paducah, Ky.
WPAR	Parkersburg, W. Va.
WPAT	Paterson, N. J.
WPAX	Thomasville, Ga.
WPAY	Portsmouth, O.
WPDQ	Jacksonville, Fla.
WPEN	Philadelphia, Pa.
WPIC	Sharon, Pa.
WPID	Petersburg, Va.
WPRA	Mayaguez, Puerto Rico
WPRO	Providence, R. I.
WPRP	Ponce, Puerto Rico
WPTF	Raleigh, N. C.
WQAM	Miami, Fla.
WQAN	Scranton, Pa.
WQBC	Vicksburg, Miss.
WQXR	New York, N. Y.
WRAK	Williamsport, Pa.
WRAL	Raleigh, N. C.
WRAW	Reading, Pa.
WRBL	Columbus, Ga.
WRC	Washington, D. C.
WRDO	Augusta, Me.
WRDW	Augusta, Ga.
WREC	Memphis, Tenn.
WREN	Lawrence, Kan.
WRGA	Rome, Ga.
WRJN	Racine, Wis.
WRLC	Toccoa, Ga.
WRNL	Richmond, Va.
WROK	Rockford, Ill.
WROL	Knoxville, Tenn.
WRR	Dallas, Tex.
WRRF	Washington, N. C.
WRRN	Warren. O.
WRUF	Gainesville, Fla.
WRVA	Richmond, Va.
WSAI	Cincinnati, O.
WSAJ	Grove City, Pa.
WSAM	Saginaw, Mich.
WSAN	Allentown, Pa.
*WSAP	Portsmouth, Va.
WSAR	Fall River, Mass.
WSAU	Wausau, Wis.
WSAV	Savannah, Ga.
WSAY	Rochester. N. Y.
WSAZ	Huntington, W. Va.
WSB	Atlanta, Ga.
WSBA	York, Pa.
WSBC	Chicago, Ill.
WSBT	South Bend, Ind.
WSFA	Montgomery, Ala.
WSGN	Birmingham, Ala.
WSIX	Nashville, Tenn.
WSJS	Winston-Salem, N. C.
WSKB	McComb, Miss.
WSLB	Ogdensburg, N. Y.
WSLI	Jackson, Miss.
WSLS	Roanoke, Va.
WSM	Nashville, Tenn.
WSMB	New Orleans, La.
WSNJ	Bridgeton, N. J.
WSNY	Schenectady, N. Y.
WSOC	Charlotte, N. C.
WSON	Henderson, Ky.
WSOO	Sault Ste. Marie, Mich.
WSOY	Decatur, Ill.
WSPA	Spartanburg, S. C.
WSPB	Sarasota, Fla.
WSPD	Toledo, O.
WSPR	Springfield, Mass.
WSRR	Stamford, Conn.
WSTP	Salisbury, N. C.
WSTV	Steubenville, O.
WSUI	Iowa City, Ia.
WSUN	St. Petersburg, Fla.
WSVA	Harrisonburg, Va.
WSYB	Rutland, Vt.
WSYR	Syracuse, N. Y.
WTAD	Quincy, Ill.
WTAG	Worcester, Mass.
WTAL	Tallahassee, Fla.
WTAM	Cleveland, O.
WTAQ	Green Bay, Wis.
WTAR	Norfolk, Va.
WTAW	College Station, Tex.
WTAX	Springfield, Ill.
WTBO	Cumberland, Md.
WTCM	Traverse City, Mich.
WTCN	Minneapolis, Minn.
WTEL	Philadelphia, Pa.
WTHT	Hartford, Conn.
WTIC	Hartford, Conn.
WTJS	Jackson, Tenn.
WTMA	Charleston, S. C.
WTMC	Ocala, Fla.
WTMJ	Milwaukee, Wis.
WTMV	E. St. Louis, Ill.
WTNJ	Trenton, N. J.
WTOC	Savannah, Ga.
WTOL	Toledo, O.
WTRC	Elkhart, Ind.
WTRY	Troy, N. Y.
WTSP	St. Petersburg, Fla.
WTTM	Trenton. N. J.
WWDC	Washington, D. C.
WWJ	Detroit, Mich.
WWL	New Orleans, La.
WWNC	Asheville, N. C.
WWNY	Watertown, N. Y.
WWPG	Lake Worth, Fla.
WWRL	Woodside, N. Y.
WWSR	St. Albans, Vt.
WWSW	Pittsburgh, Pa.
WWVA	Wheeling, W. Va.
WXYZ	Detroit, Mich.

SHORTWAVE

KGEI	San Francisco
KWID	San Francisco
WBOS	Hull, Mass.
WCBX	Brentwood, N. Y.
WCDA	Brentwood, N. Y.
WCRC	Brentwood, N. Y.
WGEA	Schenectady, N. Y.
WGEO	Schenectady, N. Y.
WLWO	Mason, O.
WNBI	Bound Brook, N. J.
WRCA	Bound Brook, N. J.
WRUL	Scituate, Mass.
WRUS	Scituate, Mass.
WRUW	Scituate, Mass.

Kansas City's *First* and *Only* Commercial FM Station

K49KC

Featuring the Master Music of the Music Masters

The Greater Share of the World's Finest Music can be played on K49KC Licensed by ASCAP-BMI SESAC

Broadcasting A Regular Commercial Program Service to KC FM Listeners since August 16, 1942

An Independently Staffed and Owned FM Station, not affiliated with any other broadcasting station, and providing its own Individual Programming Service

K49KC's Programs are predominantly devoted to Classical Music with sufficient diversion to provide well balanced programs for the discriminating FM audience.

For Rates and Choice Time available for Sponsorship over FM in Kansas City, communicate with

FM Station K49KC, Porter Bldg., K. C., Mo.

(Operated by Commercial Radio Equipment Company)

The Formula For Coverage

POWER
+ FREQUENCY
+ CONDUCTIVITY

POWER	**5000 W.**	No station in Montana or Wyoming has greater power than KGHL.
FREQUENCY	**790 kc.**	KGHL is the only station in Montana and Wyoming with a frequency under 1200 kc.
CONDUCTIVITY	**FAVORABLE**	The KGHL signal encounters less soil resistance than any other regional channel station in Montana.
COVERAGE	**MAXIMUM**	No other station can match KGHL's coverage* of Montana and Northern Wyoming. ***KGHL Primary Area** **Population - - - - 323,403** **Retail Sales - - - $127,927,000** **Radio Homes - - - 77,961** Source: 1940 Census

NBC
AFFILIATED STATION

KGHL

THE DOMINANT STATION
in MONTANA and NORTHERN WYOMING

Represented by THE KATZ AGENCY

DIRECTORY OF U. S. BROADCASTING STATIONS BY FREQUENCIES

(Licensed or Authorized by FCC as of January 1, 1943)

**CP granted for increase in power.*
†Construction permit for new station.
‡Special authorization for power or frequency.
CP—Construction permit for frequency.
L—Limited time; operates night hours only when dominant station is not operating.

550 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KOY	Phoenix, Ariz.	1,000	1,000
KSD	St. Louis	5,000	1,000
WGR	Buffalo, N. Y.	5,000	1,000
KFYR	Bismarck, N. D.	5,000	5,000
WKRC	Cincinnati, O.	5,000	1,000
KOAC	Corvallis, Ore.	5,000	1,000
KTSA	San Antonio, Tex.	5,000	1,000
WDEV	Waterbury, Vt.	1,000	....
WSVA	Harrisonburg, Va.	1,000	....

560 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KSFO	San Francisco	5,000	1,000
KLZ	Denver	5,000	5,000
WQAM	Miami, Fla.	1,000	1,000
		*5,000	1,000
WIND	Gary, Ind.	5,000	5,000
WGAN	Portland, Me.	5,000	5,000
KWTO	Springfield, Mo.	5,000	....
		5,000	*1,000
WFIL	Philadelphia	1,000	1,000
WIS	Columbia, S. C.	5,000	5,000
KFDM	Beaumont, Tex.	1,000	1,000
‡KPQ	(CP) Wenatchee, Wash.	*1,000	*1,000
		‡1,000	‡500

570 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KMTR	Los Angeles	1,000	1,000
WMCA	New York	5,000	5,000
WSYR	Syracuse, N. Y.	5,000	5,000
WWNC	Asheville, N. C.	1,000	1,000
		*5,000	*5,000
WKBN	Youngstown, O.	5,000	500
		5,000	*5,000
WNAX	Yankton, S. D.	5,000	1,000
		5,000	*5,000
KGKO	Ft. Worth, Tex.	5,000	5,000
KUTA	Salt Lake City, Utah.	5,000	5,000
KVI	Tacoma, Wash.	5,000	5,000
WMAM	Marinette, Wis.	250	....

580 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KMJ	Fresno, Cal.	5,000	5,000
WDBO	Orlando, Fla.	5,000	5,000
WILL	Urbana, Ill.	5,000	....
KSAC	Manhattan, Kan.	1,000	500
WIBW	Topeka, Kan.	5,000	5,000
WTAG	Worcester, Mass.	5,000	5,000
WIAC	San Juan, P. R.	5,000	5,000
WCHS	Charleston, W. Va.	5,000	5,000

590 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
WAGA	Atlanta, Ga.	5,000	5,000
KGMB	Honolulu, Hawaii	5,000	5,000
WEEI	Boston, Mass.	5,000	5,000
WKZO	Kalamazoo, Mich.	5,000	5,000
WOW	Omaha, Neb.	5,000	5,000
WMBS	Uniontown, Pa.	1,000	1,000
KHQ	Spokane, Wash.	5,000	5,000

600 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KFSD	San Diego, Cal.	1,000	1,000
WICC	Bridgeport, Conn.	1,000	500
WMT	Cedar Rapids, Ia.	5,000	5,000
WCAO	Baltimore, Md.	5,000	5,000
WSJS	Winston-Salem, N. C.	5,000	5,000
KSJB	Jamestown, N. D.	250	100
WREC	Memphis, Tenn.	5,000	5,000
KROD	El Paso, Tex.	1,000	500

610 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
WSGN	Birmingham, Ala.	5,000	1,000
KFAR	Fairbanks, Alaska	5,000	5,000
KFRC	San Francisco	5,000	5,000
WIOD	Miami, Fla.	5,000	5,000
KDAL	Duluth, Minn.	1,000	1,000
WDAF	Kansas City, Mo.	5,000	5,000
WMUR	Manchester, N. H.	5,000	1,000
WAYS	Charlotte, N. C.	1,000	1,000
WCLE	Cleveland, O.	500	....
WIP	Philadelphia, Pa.	5,000	5,000

620 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KTAR	Phoenix, Ariz.	5,000	5,000
WSUN	St. Petersburg, Fla.	5,000	5,000
WLBZ	Bangor, Me.	1,000	500
		*5,000	*5,000
WAGE	Syracuse, N. Y.	1,000	1,000
KGW	Portland, Ore.	5,000	5,000
WHJB	Greensburg, Pa.	250	....
WKAQ	San Juan, P. R.	5,000	5,000
WROL	Knoxville, Tenn.	1,000	500
KWFT	Wichita Falls, Tex.	5,000	1,000
WCAX	Burlington, Vt.	1,000	1,000
WTMJ	Milwaukee, Wis.	5,000	5,000

630 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KVOD	Denver, Colo.	5,000	5,000
WMAL	Washington, D. C.	5,000	5,000
KXOK	St. Louis	5,000	5,000
KOH	Reno, Nev.	1,000	1,000
WPRO	Providence, R. I.	5,000	5,000
KGFX	Pierre, S. D.	200	....

640 KC. CLEAR

Call Letters	City	Day Power in Watts	Night Power in Watts
KFI	Los Angeles	50,000	50,000
WOI	Ames, Ia.	5,000	....
WHKC	Columbus, O.	500	L-500
WNAD	Norman, Okla.	1,000	....

650 KC. CLEAR

Call Letters	City	Day Power in Watts	Night Power in Watts
WSM	Nashville, Tenn.	50,000	50,000

660 KC. CLEAR

Call Letters	City	Day Power in Watts	Night Power in Watts
KOWH	Omaha, Neb.	500	....
WEAF	New York	50,000	50,000
KSKY	Dallas, Tex.	1,000	....

670 KC. CLEAR

Call Letters	City	Day Power in Watts	Night Power in Watts
WMAQ	Chicago	50,000	50,000

680 KC. CLEAR

Call Letters	City	Day Power in Watts	Night Power in Watts
KPO	San Francisco	50,000	50,000
WLAW	Lawrence, Mass.	5,000	5,000
KFEQ	St. Joseph, Mo.	5,000	5,000
WPTF	Raleigh, N. C.	50,000	50,000
WISR	Butler, Pa.	250	....

690 KC. CLEAR

Call Letters	City	Day Power in Watts	Night Power in Watts
KGGF	Coffeyville, Kan.	1,000	500

700 KC. CLEAR

Call Letters	City	Day Power in Watts	Night Power in Watts
WLW	Cincinnati, O.	50,000	50,000

710 KC. CLEAR

Call Letters	City	Day Power in Watts	Night Power in Watts
KMPC	Beverly Hills, Cal.	10,000	10,000
WFTL	(CP) Ft. Lauderdale, Fla.	*10,000	*10,000
WOR	New York	50,000	50,000
KIRO	Seattle, Wash.	50,000	50,000

720 KC. CLEAR

Call Letters	City	Day Power in Watts	Night Power in Watts
WGN	Chicago	50,000	50,000

730 KC. CLEAR

740 KC. CLEAR

Call Letters	City	Day Power in Watts	Night Power in Watts
KQW	San Jose, Cal.	5,000	5,000
KTRH	Houston, Tex.	50,000	50,000

750 KC. CLEAR

Call Letters	City	Day Power in Watts	Night Power in Watts
WSB	Atlanta, Ga.	50,000	50,000
KMMJ	Grand Island, Neb.	1,000	L-1,000
WHEB	Portsmouth, N. H.	1,000	L-1,000
KXL	Portland, Ore.	10,000	L-10,000

760 KC. CLEAR

Call Letters	City	Day Power in Watts	Night Power in Watts
KGU	Honolulu, Hawaii	2,500	L-2,500
WJR	Detroit, Mich.	50,000	50,000

770 KC. CLEAR

Call Letters	City	Day Power in Watts	Night Power in Watts
WLB	Minneapolis, Minn.	5,000	....
WCAL	Northfield, Minn.	5,000	....
WEW	St. Louis, Mo.	1,000	....
‡KOB	Albuquerque, N. M.	‡50,000	‡25,000
WJZ	New York	50,000	50,000
KXA	Seattle, Wash.	1,000	L-1,000

780 KC. CLEAR

Call Letters	City	Day Power in Watts	Night Power in Watts
WBBM	Chicago	50,000	50,000
KFAB	Lincoln, Neb.	10,000	10,000

790 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KFQD	Anchorage, Alaska	250	250
KECA	Los Angeles	5,000	5,000
KGHL	Billings, Mont.	5,000	5,000
WWNY	Watertown, N. Y.	1,000	1,000
WPIC	Sharon, Pa.	1,000	....
WEAN	Providence, R. I.	5,000	5,000
WMC	Memphis, Tenn.	5,000	5,000
WTAR	Norfolk, Va.	5,000	5,000
KVOS	(CP) Bellingham, Wash.	*1,000	*1,000
WEAU	Eau Claire, Wis.	5,000	1,000

800 KC. CLEAR

810 KC. CLEAR

Call Letters	City	Day Power in Watts	Night Power in Watts
KGO	San Francisco	7,500	7,500
KOAM	Pittsburg, Kan.	1,000	....
WGY	Schenectady, N. Y.	50,000	50,000

820 KC. CLEAR

Call Letters	City	Day Power in Watts	Night Power in Watts
WAIT	Chicago	5,000	L-5,000
WTBO	Cumberland, Md.	250	L-250
WOSU	Columbus, O.	5,000	L-5,000
WFAA	Dallas, Tex.	50,000	50,000
WBAP	Ft. Worth, Tex.	50,000	50,000

830 KC. CLEAR

Call Letters	City	Day Power in Watts	Night Power in Watts
WCCO	Minneapolis, Minn.	50,000	50,000
WNYC	New York	1,000	L-1,000
			‡1,000

840 KC. CLEAR

Call Letters	City	Day Power in Watts	Night Power in Watts
WHAS	Louisville, Ky.	50,000	50,000

850 KC. CLEAR

Call Letters	City	Day Power in Watts	Night Power in Watts
KOA	Denver, Col.	50,000	50,000
WRUF	Gainesville, Fla.	5,000	L-5,000
WHDH	Boston, Mass.	5,000	5,000
KFUO	Clayton, Mo.	5,000	L-5,000
WJW	(CP) Cleveland, O.	*5,000	*5,000
WEEU	Reading, Pa.	1,000	....

860 KC. CLEAR

Call Letters	City	Day Power in Watts	Night Power in Watts
KTRB	Modesto, Cal.	1,000	1,000
WSON	Henderson, Ky.	250	....

870 KC. CLEAR

Call Letters	City	Day Power in Watts	Night Power in Watts
KIEV	Glendale, Cal.	250	....
WWL	New Orleans, La.	50,000	50,000
WKAR	East Lansing, Mich.	5,000	....
WHCU	Ithaca, N. Y.	1,000	L-1,000

880 KC. CLEAR

Call Letters	City	Day Power in Watts	Night Power in Watts
WHB	Kansas City, Mo.	1,000	....
WABC	New York	50,000	50,000

890 KC. CLEAR

Call Letters	City	Day Power in Watts	Night Power in Watts
WENR	Chicago	50,000	50,000
WLS	Chicago	50,000	50,000

900 KC. CLEAR

Call Letters	City	Day Power in Watts	Night Power in Watts
KLCN	Blytheville, Ark.	1,000	....
WSBA	York, Pa.	1,000	....

910 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KLX	Oakland, Cal.	1,000	1,000
KPOF	Denver, Col.	1,000	1,000
KFKA	Greeley, Col.	1,000	1,000
WSUI	Iowa City, Ia.	5,000	5,000
‡WABI	(CP) Bangor, Me.	250	250
		*5,000	*5,000
WFDF	Flint, Mich.	1,000	1,000
WCOC	Meridian, Miss.	1,000	1,000
WGBI	Scranton, Pa.	1,000	500
WQAN	Scranton, Pa.	1,000	500
WJHL	Johnson City, Tenn.	1,000	1,000
KRRV	Sherman, Tex.	1,000	1,000
WRNL	Richmond, Va.	5,000	5,000
KVAN	Vancouver, Wash.	500	....

920 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KARK	Little Rock, Ark.	5,000	5,000
KFXJ	Grand Junction, Col.	1,000	500
WGST	Atlanta, Ga.	5,000	1,000
WBAA	West Lafayette, Ind.	5,000	1,000
KFNF	Shenandoah, Ia.	1,000	500
WTTM	Trenton, N. J.	1,000	1,000
WBBB	Burlington, N. C.	1,000	....
WJAR	Providence, R. I.	5,000	5,000
KUSD	Vermillion, S. D.	500	500
KFPY	Spokane, Wash.	5,000	5,000
WMMN	Fairmont, W. Va.	5,000	1,000
		5,000	*5,000

930 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KTKN	Ketchikan, Alaska	1,000	1,000
KHJ	Los Angeles	5,000	5,000
WJAX	Jacksonville, Fla.	5,000	1,000
KSEI	Pocatello, Ida.	1,000	250
WTAD	Quincy, Ill.	1,000	1,000
WFMD	Frederick, Md.	500	500
WPAT	Paterson, N. J.	1,000	....
WBEN	Buffalo, N. Y.	5,000	5,000
WRRF	Washington, N. C.	1,000	....
WKY	Oklahoma City, Okla.	5,000	1,000
		*5,000	*5,000
WSAZ	Huntington, W. Va.	1,000	1,000
WLBL	Stevens Point, Wis.	5,000	....

940 KC. CLEAR

Call Letters	City	Day Power in Watts	Night Power in Watts
KTKC	Visalia, Cal.	5,000	5,000
WMAZ	Macon, Ga.	5,000	5,000

950 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KFEL	Denver, Col.	5,000	5,000
WAAF	Chicago	1,000	....
WORL	Boston	1,000	....
WWJ	Detroit, Mich.	5,000	5,000
WPEN	Philadelphia, Pa.	5,000	5,000
WSPA	Spartanburg, S. C.	5,000	1,000
KPRC	Houston, Tex.	5,000	5,000
KOMO	Seattle, Wash.	5,000	5,000

960 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
WBRC	Birmingham, Ala.	5,000	5,000
KROW	Oakland, Cal.	1,000	1,000
WELI	New Haven, Conn.	1,000	500
WSBT	South Bend, Ind.	1,000	1,000
KMA	Shenandoah, Ia.	5,000	5,000
WDBJ	Roanoke, Va.	5,000	5,000

970 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
WFLA	Tampa, Fla.	5,000	1,000
WAVE	Louisville, Ky.	5,000	5,000
WCSH	Portland, Me.	5,000	5,000
WAAT	Jersey City, N. J.	1,000	1,000
WDAY	Fargo, N. D.	5,000	5,000
WICA	Ashtabula, O.	1,000	....
KOIN	Portland, Ore.	5,000	5,000
WHA	Madison, Wis.	5,000	....

980 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KFWB	Los Angeles, Cal.	5,000	5,000
WRC	Washington, D. C.	5,000	5,000
KMBC	Kansas City, Mo.	5,000	5,000
WTRY	Troy, N. Y.	1,000	1,000
WGBG	Greensboro, N. C.	1,000	....
WSIX	Nashville, Tenn.	5,000	5,000

990 KC. CLEAR

Call Letters	City	Day Power in Watts	Night Power in Watts
WIBG	Philadelphia, Pa.	1,000	....
		*10,000	*10,000
WPRA	Mayaguez, P. R.	5,000	1,000
WNOX	Knoxville, Tenn.	10,000	10,000

1000 KC. CLEAR

Call Letters	City	Day Power in Watts	Night Power in Watts
WCFL	Chicago, Ill.	10,000	10,000
WINS	New York	1,000	L-1,000
		*5,000	*5,000
		*10,000	*10,000
		*50,000	*50,000
KJR	Seattle, Wash.	5,000	5,000
		*50,000	*50,000

1010 KC. CLEAR

Call Letters	City	Day Power in Watts	Night Power in Watts
‡KLRA	(CP) Little Rock, Ark.	*10,000	*5,000
		‡10,000	‡5,000

1020 KC. CLEAR

Call Letters	City	Day Power in Watts	Night Power in Watts
KFVD	Los Angeles, Cal.	1,000	L-1,000
KDKA	Pittsburgh, Pa.	50,000	50,000

1030 KC. CLEAR

Call Letters	City	Day Power in Watts	Night Power in Watts
WBZ	Boston, Mass.	50,000	50,000
WBZA	Springfield, Mass.	1,000	1,000
KOB	Albuquerque, N. M. (‡770kc)	10,000	10,000
		‡50,000	‡25,000
		*50,000	*50,000

1040 KC. CLEAR

Call Letters	City	Day Power in Watts	Night Power in Watts
WHO	Des Moines, Ia.	50,000	50,000

1050 KC. CLEAR

Call Letters	City	Day Power in Watts	Night Power in Watts
WDZ	Tuscola, Ill.	1,000	....
WHN	New York	50,000	50,000

1060 KC. CLEAR

Call Letters	City	Day Power in Watts	Night Power in Watts
KYW	Philadelphia, Pa.	50,000	50,000

1070 KC. CLEAR

Call Letters	City	Day Power in Watts	Night Power in Watts
WAPI	(CP) Birmingham, Ala.	5,000	5,000
KNX	Los Angeles, Cal.	50,000	50,000
WIBC	Indianapolis	5,000	1,000
KFBI	Wichita, Kan.	5,000	1,000

1080 KC. CLEAR

Call Letters	City	Day Power in Watts	Night Power in Watts
WTIC	Hartford, Conn.	50,000	50,000
WCAZ	Carthage, Ill.	250	....
KWJJ	Portland, Ore.	1,000	1,000
KRLD	Dallas, Tex.	50,000	50,000

1090 KC. CLEAR

Call Letters	City	Day Power in Watts	Night Power in Watts
KTHS	Hot Springs, Ark.	10,000	5,000
		10,000	‡1,000
WBAL	Baltimore, Md.	50,000	50,000
WJAG	Norfolk, Neb.	1,000	L-1,000
KEVR	Seattle, Wash.	250	250

1100 KC. CLEAR

Call Letters	City	Day Power in Watts	Night Power in Watts
KJBS	San Francisco	500	L-500
WTAM	Cleveland, O.	50,000	50,000

1110 KC. CLEAR

Call Letters	City	Day Power in Watts	Night Power in Watts
KPAS	Pasadena, Cal.	10,000	10,000
WMBI	Chicago, Ill.	5,000	L-5,000
WBT	Charlotte, N. C.	50,000	50,000

1120 KC. CLEAR

Call Letters	City	Day Power in Watts	Night Power in Watts
KMOX	St. Louis, Mo.	50,000	50,000

1130 KC. CLEAR

Call Letters	City	Day Power in Watts	Night Power in Watts
KWKH	Shreveport, La.	50,000	50,000
WCAR	Pontiac, Mich.	1,000	....
WDGY	Minneapolis, Minn.	5,000	L-500
WNEW	New York	10,000	10,000

(Continued on page 318)

RWM

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[Continued from Page 316]

1140 KC. CLEAR

Call Letters	City	Day Power in Watts	Night Power in Watts
KGDM	Stockton, Cal.	5,000	5,000
KSOO	Sioux Falls, S. D.	5,000	L-5,000
WRVA	Richmond, Va.	50,000	50,000

1150 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KFSG	Los Angeles	2,500	1,000
KRKD	Los Angeles	2,500	1,000
WDEL	Wilmington, Del.	5,000	5,000
KSAL	Salina, Kan.	1,000	1,000
WJBO	Baton Rouge, La.	5,000	5,000
WCOP	Boston, Mass.	500	500
KSWO	Lawton, Okla.	250	....
WKPA	New Kensington, Pa.	250	....
WAPO	Chattanooga, Tenn.	5,000	1,000
KTBC	Austin, Tex.	1,000	....
WTAW	College Station, Tex.	1,000	....
KRSC	Seattle, Wash.	1,000	1,000
WISN	Milwaukee, Wis.	5,000	5,000

1160 KC. CLEAR

Call Letters	City	Day Power in Watts	Night Power in Watts
WJJD	Chicago, Ill.	20,000	L-20,000
KSL	Salt Lake City, Utah	50,000	50,000

1170 KC. CLEAR

Call Letters	City	Day Power in Watts	Night Power in Watts
WAPI	Birmingham, Ala.	5,000	1,000
		5,000	‡5,000
	(CP 1070 kc)	5,000	*5,000
KVOO	Tulsa, Okla.	25,000	25,000
		‡50,000	25,000
		*50,000	*50,000
WWVA	Wheeling, W. Va.	50,000	50,000

1180 KC. CLEAR

Call Letters	City	Day Power in Watts	Night Power in Watts
WLDS	Jacksonville, Ill.	250	....
WHAM	Rochester, N. Y.	50,000	50,000

1190 KC. CLEAR

Call Letters	City	Day Power in Watts	Night Power in Watts
WOWO	Ft. Wayne, Ind.	10,000	10,000
WLIB	New York	1,000	L-1,000
KEX	Portland, Ore.	5,000	5,000

1200 KC. CLEAR

Call Letters	City	Day Power in Watts	Night Power in Watts
WOAI	San Antonio, Tex.	50,000	50,000

1210 KC. CLEAR

Call Letters	City	Day Power in Watts	Night Power in Watts
WCAU	Philadelphia, Pa.	50,000	50,000

1220 KC. CLEAR

Call Letters	City	Day Power in Watts	Night Power in Watts
WGNY	Newburgh, N. Y.	1,000	....

1230 KC. LOCAL

Call Letters	City	Day Power in Watts	Night Power in Watts
WBHP	Huntsville, Ala.	250	250
WMOB	Mobile, Ala.	250	250
WJRD	Tuscaloosa, Ala.	250	250
KSUN	Lowell, Ariz.	250	250
KPHO	Phoenix, Ariz.	250	250
KBTM	Jonesboro, Ark.	250	250
KGHI	Little Rock, Ark.	250	250
KGFJ	Los Angeles	100	100
KVCV	Redding, Cal.	250	250
KVEC	San Luis Obispo, Cal.	250	250
KWG	Stockton, Cal.	100	100
KGEK	Sterling, Col.	100	100
WTHT	Hartford, Conn.	250	250
WLOF	Orlando, Fla.	250	250
WDLP	Panama City, Fla.	250	100
WJNO	West Palm Beach, Fla.	250	250
WRBL	Columbus, Ga.	250	250
WBLJ	Dalton, Ga.	250	250
WAYX	Waycross, Ga.	250	250
KHBC	Hilo, Hawaii	250	250
KFXD	Nampa, Idaho	250	250
WJBC	Bloomington, Ill.	250	250
WJOB	Hammond, Ind.	100	100
WBOW	Terre Haute, Ind.	250	250
KFJB	Marshalltown, Ia.	250	250
WHOP	Hopkinsville, Ky.	250	250
KMLB	Monroe, La.	250	250
WJBW	New Orleans, La.	250	250
WABI	Bangor, Me.	250	250
	(CP and ‡, 910 kc)	*5,000	*5,000
WITH	Baltimore, Md.	250	250
WBOC	Salisbury, Md.	250	250
WESX	Marblehead, Mass.	250	250
WMPC	Lapeer, Mich.	250	250
WSOO	Sault Ste. Marie, Mich.	250	100
KGDE	Fergus Falls, Minn.	250	100
KYSM	Mankato, Minn.	250	250
KWNO	Winona, Minn.	250	250
WSKB	McComb, Miss.	250	250
WIL	St. Louis, Mo.	250	250
KHAS	Hastings, Neb.	250	250
KFUN	Las Vegas, N. M.	250	250
WENY	Elmira, N. Y.	250	250
WIBX	Utica, N. Y.	250	250
WISE	Asheville, N. C.	250	250
WMFR	High Point, N. C.	250	250

1230 KC.—(Continued)

Call Letters	City	Day Power in Watts	Night Power in Watts
WFTC	Kinston, N. C.	250	250
WCBT	Roanoke Rapids, N. C.	250	250
WHBC	Canton, O.	250	250
WCPO	Cincinnati, O.	250	250
WCOL	Columbus, O.	250	250
WTOL	Toledo, O.	250	250
KADA	Ada, Okla.	250	250
WBBZ	Ponca City, Okla.	250	250
KAST	Astoria, Ore.	250	250
KODL	The Dalles, Ore.	250	100
KOOS	Marshfield, Ore.	250	250
WCED	Du Bois, Pa.	250	250
WKBO	Harrisburg, Pa.	250	250
WAIM	Anderson, S. C.	250	250
WOLS	Florence, S. C.	250	250
WCAT	Rapid City, S. D.	100	....
KELO	Sioux Falls, S. D.	250	250
KFDA	Amarillo, Tex.	250	250
KRLH	Midland, Tex.	250	250
KVNU	Logan, Utah	250	250
WLVA	Lynchburg, Va.	250	250
KVOS	Bellingham, Wash.	250	250
	(CP 790 kc.)	*1,000	*1,000
KFIO	Spokane, Wash.	250	250
WLOG	Logan, W. Va.	250	250
WAJR	Morgantown, W. Va.	250	250
WHBY	Appleton, Wis.	250	250
WCLO	Janesville, Wis.	250	250
WDSM	Superior, Wis.	100	100
KPOW	Powell, Wyo.	250	250

1240 KC. LOCAL

Call Letters	City	Day Power in Watts	Night Power in Watts
WJBY	Gadsden, Ala.	250	250
WCOV	Montgomery, Ala.	250	250
KWJB	Globe, Ariz.	250	250
KYUM	Yuma, Ariz.	250	250
KDON	Monterey, Cal.	250	250
KPPC	Pasadena, Cal.	100	100
KROY	Sacramento, Cal.	100	100
KFXM	San Bernardino, Cal.	250	250
WFTM	Ft. Myers, Fla.	250	250
WFOY	St. Augustine, Fla.	250	250
WGAC	Augusta, Ga.	250	250
WGGA	Gainesville, Ga.	250	250
WLAG	La Grange, Ga.	250	250
WBML	Macon, Ga.	250	250
WPAX	Thomasville, Ga.	250	250
WCRW	Chicago	100	100
WEDC	Chicago	250	250
WSBC	Chicago	250	250
WEBQ	Harrisburg, Ill.	250	250
WTAX	Springfield, Ill.	100	100
WHBU	Anderson, Ind.	250	250
KWLC	Decorah, Ia.	250	....
KBIZ	Ottumwa, Ia.	250	250
KICD	Spencer, Ia.	100	100
KIUL	Garden City, Kan.	100	100
KANS	Wichita, Kan.	250	250
WINN	Louisville, Ky.	250	250
KALB	Alexandria, La.	250	250
WCOU	Lewiston, Me.	250	250
WJEJ	Hagerstown, Md.	250	250
WHAI	Greenfield, Mass.	250	250
WOCB	W. Yarmouth, Mass.	250	250
WJIM	Lansing, Mich.	250	250
WMFG	Hibbing, Minn.	250	250
WGRM	Greenwood, Miss.	250	250
WGCM	Gulfport, Miss.	250	250
KWOS	Jefferson City, Mo.	250	250
KPFA	Helena, Mont.	250	250
KFOR	Lincoln, Neb.	250	250
WSNJ	Bridgeton, N. J.	250	250
KAVE	Carlsbad, N. M.	250	250
KICA	Clovis, N. M.	250	250
WGBB	Freeport, N. Y.	100	100
WJTN	Jamestown, N. Y.	250	250
WSAY	Rochester, N. Y.	250	250
	(CP 1370 kc.)	*1,000	*1,000
WSNY	Schenectady, N. Y.	250	250
WATN	Watertown, N. Y.	250	250
WFAS	White Plains, N. Y.	250	250
WSOC	Charlotte, N. C.	250	250
WRAL	Raleigh, N. C.	250	250
KDLR	Devils Lake, N. D.	250	250
WJW	Akron, O.	250	250
	(CP 850 kc.)	*5,000	*5,000
WLOK	Lima, O.	250	250
WHIZ	Zanesville, O.	250	250
KVSO	Ardmore, Okla.	250	100
KASA	Elk City, Okla.	100	100
KHBG	Okmulgee, Okla.	250	250
KWIL	Albany, Ore.	250	250
KFJI	Klamath Falls, Ore.	100	100
KWRC	Pendleton, Ore.	250	250
WKOK	Sunbury, Pa.	250	250
WBAX	Wilkes-Barre, Pa.	100	100
KWAT	Watertown, S. D.	250	250
WBIR	Knoxville, Tenn.	250	250
KGBS	Harlingen, Tex.	250	250
KOCA	Kilgore, Tex.	250	250
KMAC	San Antonio, Tex.	250	250
KXOX	Sweetwater, Tex.	250	250
KOVO	Provo, Utah	250	250
WPID	Petersburg, Va.	250	250
WBBL	Richmond, Va.	100	100
KGY	Olympia, Wash.	100	100
WJLS	Beckley, W. Va.	250	250
†WJRM	Elkins, W. Va.	250	250
WOMT	Manitowoc, Wis.	100	100
WIBU	Poynette, Wis.	250	250
WJMC	Rice Lake, Wis.	250	250
KFBC	Cheyenne, Wyo.	250	250

1250 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KTMS	Santa Barbara, Cal.	1,000	1,000
WDAE	Tampa, Fla.	5,000	5,000
KFKU	Lawrence, Kan.	5,000	1,000
WREN	Lawrence, Kan.	5,000	1,000
WCAE	Pittsburgh, Pa.	5,000	5,000
WTMA	Charleston, S. C.	1,000	1,000
KPAC	Port Arthur, Tex.	500	500
KWSC	Pullman, Wash.	5,000	5,000
KTW	Seattle, Wash.	1,000	1,000

1260 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KYA	San Francisco	5,000	1,000
WOL	Washington, D. C.	1,000	1,000
WFBM	Indianapolis, Ind.	5,000	5,000
KFGQ	Boone, Ia.	250	....
WNAC	Boston, Mass.	5,000	1,000
		5,000	‡5,000
		5,000	*5,000
KGBX	Springfield, Mo.	5,000	5,000
KGGM	Albuquerque, N. M.	1,000	1,000

1270 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
WPDQ	Jacksonville, Fla.	5,000	5,000
KTFI	Twin Falls, Idaho	1,000	1,000
WHBF	Rock Island, Ill.	5,000	5,000
WSPR	Springfield, Mass.	500	500
WXYZ	Detroit, Mich.	5,000	5,000
KGCU	Mandan, N. D.	250	250
KFJZ	Fort Worth, Tex.	5,000	5,000

1280 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KFOX	Long Beach, Cal.	1,000	1,000
WMRO	Aurora, Ill.	250	....
WGBF	Evansville, Ind.	5,000	1,000
WDSU	New Orleans, La.	1,000	1,000
WTCN	Minneapolis, Minn.	5,000	1,000
WHBI	Newark, N. J.	2,500	1,000
WOV	New York	5,000	5,000
WKST	New Castle, Pa.	1,000	1,000
KIT	Yakima, Wash.	1,000	1,000

1290 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KVOA	Tucson, Ariz.	1,000	1,000
KUOA	Siloam Springs, Ark.	5,000	....
KHSL	Chico, Cal.	1,000	1,000
WTOC	Savannah, Ga.	5,000	1,000
		5,000	*5,000
KGVO	Missoula, Mont.	5,000	1,000
KOIL	Omaha, Neb.	5,000	5,000
WKNE	Keene, N. H.	5,000	5,000
WNBF	Binghamton, N. Y.	5,000	5,000
WHLD	Niagara Falls, N. Y.	1,000	....
WHKY	Hickory, N. C.	5,000	1,000
WHIO	Dayton, O.	5,000	5,000
KRGV	Weslaco, Tex.	1,000	1,000
WFVA	Fredericksburg, Va.	250	....

1300 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KVOR	Colorado Springs, Colo.	1,000	1,000
KGLO	Mason City, Ia.	5,000	5,000
WFBR	Baltimore, Md.	5,000	5,000
WASH	Grand Rapids, Mich.	500	500
WOOD	Grand Rapids, Mich.	5,000	5,000
WJDX	Jackson, Miss.	5,000	1,000
KOL	Seattle, Wash.	5,000	5,000

1310 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KLS	Oakland, Cal.	1,000	1,000
WISH	Indianapolis, Ind.	5,000	1,000
WORC	Worcester, Mass.	1,000	1,000
KFBB	Great Falls, Mont.	5,000	5,000
WCAP	Asbury Park, N. J.	500	500
WCAM	Camden, N. J.	500	500
WTNJ	Trenton, N. J.	500	500
WDOD	Chattanooga, Tenn.	5,000	5,000
WRR	Dallas, Tex.	5,000	5,000
WIBA	Madison, Wis.	5,000	5,000

1320 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
WATR	Waterbury, Conn.	1,000	1,000
WJHP	Jacksonville, Fla.	250	250
WEBC	Duluth, Minn.	5,000	5,000
WNBZ	Saranac Lake, N. Y.	100	....
WJAS	Pittsburgh, Pa.	5,000	1,000
		5,000	*5,000
WNEL	San Juan, P. R.	5,000	5,000
KXYZ	Houston, Tex.	5,000	5,000
KDYL	Salt Lake City, Utah	5,000	5,000

1330 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KFAC	Los Angeles, Cal.	1,000	1,000
KFH	Wichita, Kan.	5,000	5,000
WLOL	Minneapolis, Minn.	1,000	1,000
WBBR	Brooklyn, N. Y.	1,000	1,000
WEVD	New York, N. Y.	5,000	5,000
WHAZ	Troy, N. Y.	1,000	1,000
WFIN	Findlay, O.	1,000	....
KALE	Portland, Ore.	5,000	5,000
WFBC	Greenville, S. C.	5,000	5,000
WHBL	Sheboygan, Wis.	1,000	250

1340 KC. LOCAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KCRJ	Jerome, Ariz.	250	250
KWFC	Hot Springs, Ark.	250	250
KFRE	Fresno, Cal.	250	250
KHUB	Watsonville, Cal.	250	250
KMYR	Denver, Col.	250	250
WINX	Washington, D. C.	250	250
WLAK	Lakeland, Fla.	250	250
WTAL	Tallahassee, Fla.	250	100
WWPG	W. Palm Beach, Fla.	250	250
WGAU	Athens, Ga.	250	250
WGAA	Cedartown, Ga.	250	250
WSAV	Savannah, Ga.	250	250
WDAK	West Point, Ga.	250	250
WSOY	Decatur, Ill.	250	250
WJPF	Herrin, Ill.	250	250
WCLS	Joliet, Ill.	250	250
WTRC	Elkhart, Ind.	250	250
WLBC	Muncie, Ind.	250	250
KROS	Clinton, Ia.	250	250
KCKN	Kansas City, Kan.	250	250
WCMI	Ashland, Ky.	250	250
WLBJ	Bowling Green, Ky.	250	250
KVOL	Lafayette, La.	250	250
KRMD	Shreveport, La.	250	250
WEIM	Fitchburg, Mass.	250	250
WNBH	New Bedford, Mass.	250	250
WBRK	Pittsfield, Mass.	250	250
WLAV	Grand Rapids, Mich.	250	250
WDMJ	Marquette, Mich.	250	250
WEXL	Royal Oak, Mich.	250	250
KVOX	Moorhead, Minn.	250	250
KROC	Rochester, Minn.	250	250
KWLM	Willmar, Minn.	250	250
WJPR	Greenville, Miss.	250	250
WAML	Laurel, Miss.	250	250
KHMO	Hannibal, Mo.	250	250
KWOC	Poplar Bluff, Mo.	250	250
KGEZ	Kalispell, Mont.	100	100
	(CP 1460 kc.)	*1,000	*1,000
KRJF	Miles City, Mont.	250	250
KGFW	Kearney, Neb.	250	250
WLNH	Laconia, N. H.	250	250
KVSF	Santa Fe, N. M.	100	100
WMBO	Auburn, N. Y.	250	250
WEBR	Buffalo, N. Y.	250	250
WALL	Middletown, N. Y.	250	250
WMFF	Plattsburg, N. Y.	250	250
WGTM	Wilson, N. C.	250	250
WAIR	Winston-Salem, N. C.	250	250
WIZE	Springfield, O.	250	250
WSTV	Steubenville, O.	250	250
KOCY	Oklahoma City, Okla.	250	250
KOME	Tulsa, Okla.	250	250
KBND	Bend, Ore.	250	250
KUIN	Grants Pass, Ore.	250	250
WFBG	Altoona, Pa.	250	250
WSAJ	Grove City, Pa.	100	100
WHAT	Philadelphia, Pa.	100	100
WTEL	Philadelphia, Pa.	100	100
WRAW	Reading, Pa.	250	250
WBRE	Wilkes-Barre, Pa.	250	250
WFIG	Sumter, S. C.	250	250
KAND	Corsicana, Tex.	250	250
KFYO	Lubbock, Tex.	250	250
KRBA	Lufkin, Tex.	250	250
KPDN	Pampa, Tex.	100	100
KVIC	Victoria, Tex.	250	250
KSUB	Cedar City, Utah	100	100
WJMA	Covington, Va.	250	250
WGH	Newport News, Va.	250	250
KXRO	Aberdeen, Wash.	250	250
WBRW	Welch, W. Va.	250	250
WEMP	Milwaukee, Wis.	250	250
WFHR	Wisconsin Rapids, Wis.	250	250

1350 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KSRO	Santa Rosa, Cal.	1,000	1,000
KGHF	Pueblo, Col.	500	500
KID	Idaho Falls, Ida.	5,000	500
KRNT	Des Moines, Ia.	5,000	5,000
WSMB	New Orleans, La.	5,000	5,000
WADC	Akron, O.	5,000	5,000
WORK	York, Pa.	1,000	1,000

1360 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KGB	San Diego, Cal.	1,000	1,000
WDRC	Hartford, Conn.	5,000	5,000
WKAT	Miami Beach, Fla.	1,000	1,000
KSCJ	Sioux City, Ia.	5,000	5,000
WSAI	Cincinnati, O.	5,000	5,000
KRIS	Corpus Christi, Tex.	1,000	1,000
KMO	Tacoma, Wash.	5,000	5,000
WTAQ	Green Bay, Wis.	5,000	5,000

1370 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
WCOA	Pensacola, Fla.	1,000	500
KDTH	Dubuque, Ia.	1,000	1,000
KGNO	Dodge City, Kan.	1,000	250
KGIR	Butte, Mont.	5,000	5,000
WFEA	Manchester, N. H.	5,000	5,000
WSAY	(CP) Rochester, N. Y.	*1,000	*1,000
WSPD	Toledo, O.	5,000	5,000
WPAB	Ponce, P. R.	1,000	1,000
KFRO	Longview, Tex.	1,000	1,000

(Continued on page 320)

"The Man of the Year!"

He's the shipyard worker, the man who is delivering the ships Uncle Sam is using to "deliver the goods" to the battlefronts of the world.

The Ten-Day launching record of the Kaiser shipyards, in Portland, was cheered by the nation. Portland yards are building 20% of our new merchant ships, scores of naval vessels.

That's what the Portland shipyard worker is doing for the country. But, my! what he's doing for Portland! He has shot industrial payrolls up to *more than five times* the figure of three years ago!

In December, Portland department store sales were up 59%; apparel stores, 56%; and bank clearings, 37.6%! . . . Portland trading area population is now over 700,000.

Portland presents a golden opportunity to "tell-em-and-sell-em" by radio. No other medium can do the job as well!

And, of course, there's

KEX

"The Voice of the Oregon Country"

Only outlet in this market for
the booming BLUE NETWORK
. . . pet of timebuyers everywhere!

Represented Nationally by
THE PAUL H. RAYMER CO.

KGW

The NBC STATION in Portland, Oregon

Represented Nationally by
EDWARD PETRY & CO.

DIRECTORY OF U. S. BROADCASTING STATIONS BY FREQUENCIES

[Continued from Page 318]

1380 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
WTSP	St. Petersburg, Fla.	1,000	500
KIDO	Boise, Idaho	2,500	1,000
KWK	St. Louis, Mo.	5,000	1,000
WAWZ	Zarephath, N. J.	5,000	1,000
WBNX	New York	5,000	5,000
KBWD	Brownwood, Tex.	1,000	500
KTSM	El Paso, Tex.	1,000	500
WSYB	Rutland, Vt.	1,000	1,000
WMBG	Richmond, Va.	5,000	5,000

1390 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KGER	Long Beach, Cal.	5,000	5,000
WGES	Chicago, Ill.	5,000	5,000
WQBC	Vicksburg, Miss.	1,000	....
WFBL	Syracuse, N. Y.	5,000	5,000
KLPM	Minot, N. D.	1,000	1,000
KCRC	Enid, Okla.	1,000	1,000
KSLM	Salem, Ore.	1,000	1,000
WCSC	Charleston, S. C.	1,000	500
WTJS	Jackson, Tenn.	1,000	1,000

1400 KC. LOCAL

Call Letters	City	Day Power in Watts	Night Power in Watts
WJLD	Bessemer, Ala.	250	250
WMSL	Decatur, Ala.	250	250
WAGF	Dothan, Ala.	250	....
WJHO	Opelika, Ala.	250	100
KTUC	Tucson, Ariz.	250	250
KELD	El Dorado, Ark.	250	250
KFPW	Ft. Smith, Ark.	250	250
KRE	Berkeley, Cal.	250	250
KIUP	Durango, Col.	250	250
KOKO	La Junta, Col.	250	250
WSRR	Stamford, Conn.	250	250
WFTL	Ft. Lauderdale, Fla.	250	250
	(CP 710 kc.)	*10,000	*10,000
WMBR	Jacksonville, Fla.	250	250
WATL	Atlanta, Ga.	250	250
WMGA	Moultrie, Ga.	250	250
KRLC	Lewiston, Idaho	250	250
WDWS	Champaign, Ill.	250	250
WGIL	Galesburg, Ill.	250	250
WEOA	Evansville, Ind.	250	250
WKMO	Kokomo, Ind.	250	250
WGRC	New Albany, Ind.	250	250
KVFD	Ft. Dodge, Ia.	250	250
KTSW	Emporia, Kan.	250	250
KVGB	Great Bend, Kan.	250	250
WRDO	Augusta, Me.	100	100
WCBM	Baltimore, Md.	250	250
WHYN	Holyoke, Mass.	250	250
WLLH	Lowell, Mass.	250	250
WELL	Battle Creek, Mich.	250	250
WHDF	Calumet, Mich.	250	250
WJLB	Detroit, Mich.	250	250
WSAM	Saginaw, Mich.	250	250
WTCM	Traverse City, Mich.	250	250
WMIN	St. Paul, Minn.	250	250
WHLB	Virginia, Minn.	250	250
WCBI	Columbus, Miss.	250	250
WFOR	Hattiesburg, Miss.	250	250
KFVS	Cape Girardeau, Mo.	250	250
KFRU	Columbia, Mo.	250	250
KTTS	Springfield, Mo.	250	250
KORN	Fremont, Neb.	250	250
KENO	Las Vegas, Nev.	250	250
KGFL	Roswell, N. M.	100	100
KTNM	Tucumcari, N. M.	250	250
WABY	Albany, N. Y.	250	250
WBNY	Buffalo, N. Y.	250	250
WSLB	Ogdensburg, N. Y.	250	250
WCNC	Elizabeth City, N. C.	250	250
WGBR	Goldsboro, N. C.	250	250
WMFD	Wilmington, N. C.	250	250
WMAN	Mansfield, O.	250	250
WPAY	Portsmouth, O.	250	250
WRRN	Warren, O.	250	250
KWON	Bartlesville, Okla.	250	250
KTOK	Oklahoma City, Okla.	250	250
WEST	Easton, Pa.	250	250
WJAC	Johnstown, Pa.	250	250
WDAS	Philadelphia, Pa.	250	250
WARM	Scranton, Pa.	250	250
WRAK	Williamsport, Pa.	250	250
WCOS	Columbia, S. C.	250	250
WORD	Spartanburg, S. C.	250	250
KOBH	Rapid City, S. D.	250	250
WDEF	Chattanooga, Tenn.	250	250
WJZM	Clarksville, Tenn.	250	250
WHUB	Cookeville, Tenn.	250	250
WKPT	Kingsport, Tenn.	250	250
WHBQ	Memphis, Tenn.	250	250
KLUF	Galveston, Tex.	250	250
KIUN	Pecos, Tex.	100	100
KGKL	San Angelo, Tex.	250	250
KONO	San Antonio, Tex.	250	250
KTEM	Temple, Tex.	250	250
WBTM	Danville, Va.	250	250
WINC	Winchester, Va.	250	250
KRKO	Everett, Wash.	250	100
KWLK	Longview, Wash.	250	250
WBLK	Clarksburg, W. Va.	250	250
WKWK	Wheeling, W. Va.	250	250
WBTH	Williamson, W. Va.	250	250
WATW	Ashland, Wis.	100	100
WRJN	Racine, Wis.	250	250
WSAU	Wausau, Wis.	250	250
KVRS	Rock Springs, Wyo.	250	250
KWYO	Sheridan, Wyo.	250	250

1410 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
WALA	Mobile, Ala.	5,000	5,000
KERN	Bakersfield, Cal.	1,000	1,000
WNBC	Hartford, Conn.	5,000	5,000
†WEGO	Concord, N. C.	1,000	....
WING	Dayton, O.	5,000	5,000
KQV	Pittsburgh, Pa.	1,000	1,000
WKBH	La Crosse, Wis.	1,000	1,000

1420 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KLRA	Little Rock, Ark.	5,000	5,000
	(CP 1010 kc.)	*10,000	5,000
	(‡1010 kc.)	‡10,000	5,000
WOC	Davenport, Ia.	5,000	5,000
WHK	Cleveland, O.	5,000	5,000
WPRP	Ponce, P. R.	250	250
WFCI	Pawtucket, R. I.	1,000	1,000
KABR	Aberdeen, S. D.	5,000	5,000
WWSR	St. Albans, Vt.	1,000	....
KUJ	Walla Walla, Wash.	1,000	1,000

1430 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KARM	Fresno, Cal.	5,000	5,000
KWKW	Pasadena, Cal.	1,000	....
WIRE	Indianapolis, Ind.	5,000	5,000
WBYN	Brooklyn, N. Y.	1,000	500
KTUL	Tulsa, Okla.	5,000	5,000
KLO	Ogden, Utah	5,000	5,000

1440 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
WSFA	Montgomery, Ala.	1,000	500
KPRO	Riverside, Cal.	1,000	1,000
WROK	Rockford, Ill.	1,000	500
WAAB	Worcester, Mass.	5,000	5,000
WBCM	Bay City, Mich.	1,000	500
KFJM	Grand Forks, N. D.	1,000	500
KILO	Grand Forks, N. D.	1,000	500
KMED	Medford, Ore.	1,000	1,000
KGNC	Amarillo, Tex.	5,000	1,000
WHIS	Bluefield, W. Va.	1,000	500

1450 KC. LOCAL

Call Letters	City	Day Power in Watts	Night Power in Watts
WHMA	Anniston, Ala.	250	250
WLAY	Muscle Shoals City, Ala.	250	250
KGLU	Safford, Ariz.	250	250
KMYC	Marysville, Cal.	250	250
KFMB	San Diego, Cal.	250	250
KSAN	San Francisco	250	250
KGIW	Alamosa, Col.	250	250
WNAB	Bridgeport, Conn.	250	250
WILM	Wilmington, Del.	250	250
WWDC	Washington, D. C.	250	250
WMFJ	Daytona Beach, Fla.	250	250
WSPB	Sarasota, Fla.	250	250
WGPC	Albany, Ga.	250	250
WKEU	Griffin, Ga.	100	....
WRLC	Toccoa, Ga.	250	250
WGOV	Valdosta, Ga.	250	250
KWAL	Wallace, Ida.	250	250
WHFC	Cicero, Ill.	250	250
WCBS	Springfield, Ill.	250	250
WGL	Ft. Wayne, Ind.	250	250
WASK	Lafayette, Ind.	250	250
WAOV	Vincennes, Ind.	250	250
KTRI	Sioux City, Ia.	250	250
KVAK	Atchison, Kan.	100	100
KWBW	Hutchinson, Kan.	250	250
WHLN	Harlan, Ky.	250	250
WLAP	Lexington, Ky.	250	250
WPAD	Paducah, Ky.	250	250
WNOE	New Orleans, La.	250	250
WAGM	Presque Isle, Me.	100	100
WMAS	Springfield, Mass.	250	250

1450 KC. LOCAL—(Continued)

Call Letters	City	Day Power in Watts	Night Power in Watts
WJMS	Ironwood, Mich.	250	250
WIBM	Jackson, Mich.	250	250
WHLS	Port Huron, Mich.	250	250
KATE	Albert Lea, Minn.	250	250
KFAM	St. Cloud, Minn.	250	250
WSLI	Jackson, Miss.	250	250
WMBH	Joplin, Mo.	250	250
KRBM	Bozeman, Mont.	250	250
WFPG	Atlantic City, N. J.	250	250
†WLAN	Endicott, N. Y.	250	250
WHDL	Olean, N. Y.	250	250
WKIP	Poughkeepsie, N. Y.	250	250
WFNC	Fayetteville, N. C.	250	250
WGNC	Gastonia, N. C.	250	250
WHIT	New Bern, N. C.	250	250
WEED	Rocky Mount, N. C.	250	250
WFMJ	Youngstown, O.	250	250
KGFF	Shawnee, Okla.	250	250
KORE	Eugene, Ore.	250	250
KLBM	La Grande, Ore.	250	250
KBPS	Portland, Ore.	100	100
WLEU	Erie, Pa.	250	250
WAZL	Hazleton, Pa.	250	250
WJPA	Washington, Pa.	250	250
WCRS	Greenwood, S. C.	250	250
KRBC	Abilene, Tex.	250	250
KRIC	Beaumont, Tex.	250	250
KDNT	Denton, Tex.	100	100
KNET	Palestine, Tex.	100	....
KABC	San Antonio, Tex.	250	250
KCMC	Texarkana, Tex.	250	250
WACO	Waco, Tex.	250	250
KEUB	Price, Utah	250	250
WCHV	Charlottesville, Va.	250	250
WMVA	Martinsville, Va.	250	250
WLPM	Suffolk, Va.	250	250
WPAR	Parkersburg, W. Va.	250	250
KFIZ	Fond du Lac, Wis.	250	250

1460 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KINY	Juneau, Alaska	1,000	1,000
		*5,000	*5,000
KSO	Des Moines, Ia.	5,000	5,000
KGEZ	(CP) Kalispell, Mont.	*1,000	*1,000
KGNF	North Platte, Neb.	1,000	....
WOKO	Albany, N. Y.	1,000	500
WHEC	Rochester, N. Y.	1,000	500
WBNS	Columbus, O.	5,000	1,000
WHP	Harrisburg, Pa.	5,000	1,000
WMPS	Memphis, Tenn.	1,000	500
KEVE	Everett, Wash.	500	500

1470 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
WMBD	Peoria, Ill.	5,000	1,000
WBIG	Greensboro, N. C.	5,000	5,000
WCBA	Allentown, Pa.	500	500
WSAN	Allentown, Pa.	500	500
		*5,000	*5,000
KELA	Centralia, Wash.	1,000	1,000
KDFN	Casper, Wyo.	1,000	1,000

1480 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KIEM	Eureka, Cal.	1,000	1,000
WRDW	Augusta, Ga.	5,000	5,000
KTBS	Shreveport, La.	1,000	1,000
WSAR	Fall River, Mass.	1,000	1,000
KCMO	Kansas City, Mo.	5,000	1,000
KGCX	Sidney, Mont.	1,000	1,000
WHOM	Jersey City, N. J.	1,000	500
WGAR	Cleveland, O.	5,000	1,000

1490 KC. LOCAL

Call Letters	City	Day Power in Watts	Night Power in Watts
WHBB	Selma, Ala.	100	10
KYCA	Prescott, Ariz.	250	25
KFFA	Helena, Ark.	250	25
KOTN	Pine Bluff, Ark.	250	25
KXO	El Centro, Cal.	100	10
KYOS	Merced, Cal.	250	250
KVOE	Santa Ana, Cal.	250	250
KDB	Santa Barbara, Cal.	250	250
WNLC	New London, Conn.	250	250
WTMC	Ocala, Fla.	100	100
WMOG	Brunswick, Ga.	250	100
WMJM	Cordele, Ga.	250	10
WRGA	Rome, Ga.	250	25
KTOH	Lihue, Hawaii	250	25
WKRO	Cairo, Ill.	250	25
WDAN	Danville, Ill.	250	25
WTMV	East St. Louis, Ill.	250	25
WKBV	Richmond, Ind.	100	10
KBUR	Burlington, Ia.	250	25
WKBB	Dubuque, Ia.	250	25
WOMI	Owensboro, Ky.	250	25
KPLC	Lake Charles, La.	250	25
WJBK	Detroit, Mich.	250	25
WDBC	Escanaba, Mich.	250	25
WKBZ	Muskegon, Mich.	250	25
WMIS	Natchez, Miss.	250	25
KDRO	Sedalia, Mo.	250	25
KBON	Omaha, Neb.	250	25
KGKY	Scottsbluff, Neb.	250	25
WBAB	Atlantic, City, N. J.	250	25
KWEW	Hobbs, N. M.	100	10
WBTA	Batavia, N. Y.	250	25
WKNY	Kingston, N. Y.	250	2
WOLF	Syracuse, N. Y.	250	2
WDNC	Durham, N. C.	250	2
WGTC	Greenville, N. C.	250	2
WSTP	Salisbury, N. C.	250	2
KOVC	Valley City, N. D.	250	2
WMRN	Marion, O.	250	25
KBIX	Muskogee, Okla.	250	25
KBKR	Baker, Ore.	250	25
KRNR	Roseburg, Ore.	250	10
WERC	Erie, Pa.	250	25
WGAL	Lancaster, Pa.	250	250
WMRF	Lewiston, Pa.	250	250
WWSW	Pittsburgh, Pa.	250	250
WMRC	Greenville, S. C.	250	250
WOPI	Bristol, Tenn.	250	25
KNOW	Austin, Tex.	250	250
KBST	Big Spring, Tex.	100	100
KNEL	Brady, Tex.	250	100
KEEW	Brownsville, Tex.	250	100
KEYS	Corpus Christi, Tex.	250	250
KSAM	Huntsville, Tex.	250	...
KPAB	Laredo, Tex.	250	250
KPLT	Paris, Tex.	250	250
KGKB	Tyler, Tex.	250	250
KVWC	Vernon, Tex.	250	250
WSAP	Portsmouth, Va.	250	250
WSLS	Roanoke, Va.	250	250
KTBI	Tacoma, Wash.	250	250
KPQ	Wenatchee, Wash.	250	250
	(CP and ‡ 560 kc.)	*1,000	*1,000
		‡1,000	‡500
WGKV	Charleston, W. Va.	100	100
WIGM	Medford, Wis.	250	250
WOSH	Oshkosh, Wis.	250	250

1500 KC. CLEAR

Call Letters	City	Day Power in Watts	Night Power in Watts
WJSV	Washington, D. C.	50,000	50,00
KSTP	St. Paul, Minn.	50,000	50,00

1510 KC. CLEAR

Call Letters	City	Day Power in Watts	Night Power in Watts
WMEX	Boston, Mass.	5,000	5,00
WLAC	Nashville, Tenn.	50,000	50,00
KGA	Spokane, Wash.	10,000	10,00

1520 KC. CLEAR

Call Letters	City	Day Power in Watts	Night Power in Watts
WJWC	Hammond, Ind.	5,000	5,00
WKBW	Buffalo, N. Y.	50,000	50,00
KOMA	Oklahoma City, Okla.	5,000	5,00

1530 KC. CLEAR

Call Letters	City	Day Power in Watts	Night Power in Watts
KFBK	Sacramento, Cal.	10,000	10,00
WCKY	Cincinnati, O.	50,000	50,00

1540 KC. CLEAR

Call Letters	City	Day Power in Watts	Night Power in Watts
KXEL	Waterloo, Ia.	50,000	50,00

1550 KC. CLEAR

1560 KC. CLEAR

Call Letters	City	Day Power in Watts	Night Power in Watts
KPMC	Bakersfield, Cal.	1,000	1,00
WQXR	New York	5,000	5,00
		*10,000	*10,00
		‡10,000	‡10,00

1570 KC. CLEAR

1580 KC. CLEAR

1590 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
WBRY	Waterbury, Conn.	1,000	1,00
WALB	Albany, Ga.	1,000	1,00
WAKR	Akron, O.	5,000	1,00
		5,000	*5,00

1600 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
WWRL	Woodside, N. Y.	250	25

Check With **"SALES MANAGEMENT"**

Throughout 1942 *Sales Management* reported San Bernardino above the norm in retail sales and going higher. It's because this is a No. 1 Defense Area—terrific agricultural production, 120 Million $ Kaiser Steel Mill, Army Air Depot, Camp Haan and March Field, Bomb Plant, Morrow Aircraft, and an over-supply of Folding Money.

KFXM SAN BERNARDINO, CALIFORNIA
MUTUAL • JOHN BLAIR CO., Rep.

WCLE
PRODUCER
WHK-WCLE
RETAILER
WHK-WCLE
CONSUMER
WHK-WCLE
PRODUCER
WHK-W

Concatination

"— a series of things united like links"
- Webster

TIME IS THE TEST OF STRENGTH

In the Northeastern (Cleveland) Ohio area WHK - WCLE has proven its superiority. For years, WHK and WCLE have been *THE CONNECTING LINKS*, the LINKS that bind producer, retailer and consumer in a concatination of mutual benefits.

The chain of sales is no stronger than its weakest link ... use the most enduring.

WHK - WCLE
CLEVELAND, OHIO

GEARED TO OKLAHOMA

The State with Two of America's First 25 War Project Markets

KTUL
TULSA
KOMA
OKLAHOMA CITY

NEW WEALTH AND NEW PEOPLE

There are two markets in Oklahoma, one centering around Tulsa and the other around Oklahoma City. The KTUL and KOMA primary areas, covering these two markets, have over 85% of the retail sales of the state, according to Oklahoma Tax Commission figures. Retail sales in the two stations' primary areas are up an average of 36%. A total of $604,710,000 in war projects contracts have been let in Oklahoma, giving a yearly additional payroll to the KTUL and KOMA primary areas of almost $300,000,000. These two markets are Oklahoma and can be reached most thoroughly and economically by using KTUL and KOMA. More Wealth, More People, More Sales.

It takes 2 Stations to cover Oklahoma's TWO BOOMING MARKETS

OKLAHOMA'S TWO COLUMBIA STATIONS

KOMA FREE & PETERS, INC. Representatives **KTUL**

Both Stations 5000 Watts Full Time

DIRECTORY OF CANADIAN BROADCAST STATIONS BY FREQUENCIES

(Licensed or Authorized by the Canadian Department of Transport as of January 1, 1943)

** Construction permit for new station.* *N—Night power.* *D—Day power.* *DA—Directional antenna.*

Call Letters	Location	Power in Watts
	540 KILOCYCLES	
CBK	Watrous, Sask.	50,000
	550 KILOCYCLES	
CFNB	Fredericton, N. B.	1,000
	560 KILOCYCLES	
CJKL	Kirkland Lake, Ont.	1,000
	580 KILOCYCLES	
CJFX	Antigonish, N. S.	1,000
CKUA	Edmonton, Alta.	1,000
CKPR	Port Arthur, Ont.	1,000
CKCL	Toronto, Ont.	(DA)1,000
	600 KILOCYCLES	
CJOR	Vancouver, B. C.	1,000
CFQC	Saskatoon, Sask.	1,000
CFCF	Montreal, Que.	500
CFCH	North Bay, Ont.	100
	610 KILOCYCLES	
CJAT	Trail, B. C.	1,000
CHNC	New Carlisle, Que.	1,000
	620 KILOCYCLES	
CKCK	Regina, Sask.	1,000
	630 KILOCYCLES	
CFCY	Charlottetown, P.E.I.	1,000
CFCO	Chatham, Ont.	100
CKOV	Kelowna, B. C.	1,000
CJRC	Winnipeg, Man.	1,000
	690 KILOCYCLES	
CBF	Montreal, Que.	50,000
	730 KILOCYCLES	
CKAC	Montreal, Que.	5,000
	740 KILOCYCLES	
CBL	Toronto, Ont.	50,000
	790 KILOCYCLES	
CKSO	Sudbury, Ont.	1,000
	800 KILOCYCLES	
CHAB	Moose Jaw, Sask.	1,000
CKLW	Windsor, Ont.	5,000
CHRC	Quebec, Que.	1,000
	860 KILOCYCLES	
CFRB	Toronto, Ont.	10,000
	900 KILOCYCLES	
CJBR	Rimouski, Que.	1,000
CHML	Hamilton, Ont.	(DA)1,000
CKBI	Prince Albert, Man.	1,000
	910 KILOCYCLES	
CBO	Ottawa, Ont.	1,000
CFJC	Kamloops, B. C.	1,000
	920 KILOCYCLES	
CKNX	Wingham, Ont.	1,000
	930 KILOCYCLES	
CJCA	Edmonton, Alta.	1,000
	940 KILOCYCLES	
CBM	Montreal, Que.	5,000
	950 KILOCYCLES	
CKNB	Campbellton, N. B. (DA)	1,000
	960 KILOCYCLES	
CFAC	Calgary, Alta.	1,000
CHNS	Halifax, N. S.	1,000
CKWS	Kingston, Ont.	1,000
	980 KILOCYCLES	
CJRM	Regina, Sask.	1,000
CBV	Quebec, Que.	1,000
CKWX	Vancouver, B. C.	1,000
	990 KILOCYCLES	
CKY	Winnipeg, Man.	15,000
	1010 KILOCYCLES	
CFCN	Calgary, Alta.	10,000
CBY	Toronto, Ont.	(DA)1,000
	1060 KILOCYCLES	
CJOC	Lethbridge, Alta.	1,000
	1070 KILOCYCLES	
CBA	Sackville, N. B.	50,000
	1130 KILOCYCLES	
CBR	Vancouver, B. C.	5,000
	1150 KILOCYCLES	
CKX	Brandon, Man.	1,000
CKOC	Hamilton, Ont.	N-500 D-1,000
CHSJ	St. John, N. B.	1,000
	1230 KILOCYCLES	
CJCJ	Calgary, Alta.	100
CHGB	Ste. Anne de la Pocatiere, Que.	250
CKVD	Val d'Or, Que.	100
	1240 KILOCYCLES	
CKLN	Nelson, B. C.	250
CFPR	Prince Rupert, B. C.	50
CJCS	Stratford, Ont.	50
CKCH	Hull, Que.	250
CHLT	Sherbrooke, Que.	250
	1260 KILOCYCLES	
CFRN	Edmonton, Alta.	1,000
	1270 KILOCYCLES	
CJCB	Sydney, N. S.	1,000
	1310 KILOCYCLES	
CKCO	Ottawa, Ont.	(DA)1,000
	1340 KILOCYCLES	
CHAD	Amos, Que.	250
CKCV	Quebec, Que.	100
CJLS	Yarmouth, N. S.	100
CFGP	Grande Prairie, Alta.	250
CHWK	Chilliwack, B. C.	100
CHOV	Pembrooke, Ont.	250
	1380 KILOCYCLES	
CKPC	Brantford, Ont.	100
	1400 KILOCYCLES	
CFAR	Flin Flon, Man.	100
CKRN	Rouyn, Que.	250
CKCW	Moncton, N. B.	250
CFOS	Owen Sound, Ont.	250
	1410 KILOCYCLES	
CKMO	Vancouver, B. C.	100
	1430 KILOCYCLES	
CHEX	Peterborough, Ont.	1,000
	1450 KILOCYCLES	
CKCA	Kenora, Ont.	N-100 D-250
CHLN	Three Rivers, Que.	100
CHPS	Parry Sound, Ont.	250
CFLC	Brockville, Ont.	100
	1460 KILOCYCLES	
CJGX	Yorkton, Sask.	1,000
	1470 KILOCYCLES	
CKGB	Timmins, Ont.	1,000
	1480 KILOCYCLES	
CJVI	Victoria, B. C.	500
CHGS	Summerside, P. E. I.	100
	1490 KILOCYCLES	
*CJMH	Medicine Hat, Alta.	100
CKCR	Kitchener, Ont.	250
CFRC	Kingston, Ont.	100
CHLP	Montreal, Que.	250
CJIC	Sault Ste. Marie, Ont.	250
	1550 KILOCYCLES	
CKTB	St. Catherines, Ont.	1,000
	1570 KILOCYCLES	
CFPL	London, Ont	(DA)1,000
	1580 KILOCYCLES	
CBJ	Chicoutimi, Que.	1,000

DIRECTORY OF CANADIAN BROADCAST STATIONS BY CALL LETTERS

CBA	Sackville, N. B.
CBF	Montreal, Que.
CBJ	Chicoutimi, Que.
CBK	Watrous, Sask.
CBL	Toronto, Ont.
CBM	Montreal, Que.
CBO	Ottawa, Ont.
CBR	Vancouver, B. C.
CBV	Quebec, Que.
CBY	Toronto, Ont.
CFAC	Calgary, Alta.
CFAR	Flin Flon, Man.
CFCF	Montreal, Que.
CFCH	North Bay, Ont.
CFCN	Calgary, Alta.
CFCO	Chatham, Ont.
CFCT	Victoria, B. C.
CFCY	Charlottetown, P.E.I.
CFGP	Grande Prairie, Alta.
CFJC	Kamloops, B. C.
CFLC	Brockville, Ont.
CFNB	Fredericton, N. B.
CFOS	Owen Sound, Ont.
CFPL	London, Ont.
CFPR	Prince Rupert, B. C.
CFQC	Saskatoon, Sask.
CFRB	Toronto, Ont.
CFRC	Kingston, Ont.
CFRN	Edmonton, Alta.
CHAB	Moose Jaw, Sask.
CHAD	Amos, Que.
CHEX	Peterborough, Ont.
CHGB	St. Anne de la Pocatiere, Que.
CHGS	Summerside, P.E.I.
CHLN	Three Rivers, Que.
CHLP	Montreal, Que.
CHLT	Sherbrooke, Que.
CHML	Hamilton, Ont.
CHNC	New Carlisle, Que.
CHNS	Halifax, N. S.
CHOV	Pembroke, Ont.
CHPS	Parry Sound, Ont.
CHRC	Quebec, Que.
CHSJ	St. John, N. B.
CHWK	Chilliwack, B. C.
CJAT	Trail, B. C.
CJBR	Rimouski, Que.
CJCA	Edmonton, Alta.
CJCB	Sydney, N. S.
CJCJ	Calgary, Alta.
CJCS	Stratford, Ont.
CJFX	Antigonish, N. S.
CJGX	Yorkton, Sask.
CJIC	Sault Ste. Marie, Ont.
CJKL	Kirkland Lake, Ont.
CJLS	Yarmouth, N. S.
*CJMH	Medicine Hat, Alta.
CJOC	Lethbridge, Alta.
CJOR	Vancouver, B. C.
CJRC	Winnipeg, Man.
CJRM	Regina, Sask.
CKAC	Montreal, Que.
CKBI	Prince Albert, Sask.
CKCA	Kenora, Ont.
CKCH	Hull, Que.
CKCK	Regina, Sask.
CKCL	Toronto, Ont.
CKCO	Ottawa, Ont.
CKCR	Kitchener, Ont.
CKCV	Quebec, Que.
CKCW	Moncton, N. B.
CKGB	Timmins, Ont.
CKLN	Nelson, B. C.
CKMO	Vancouver, B. C.
CKNB	Campbellton, N. B.
CKLW	Windsor, Ont.
CKNX	Wingham, Ont.
CKOC	Hamilton, Ont.
CKOV	Kelowna, B. C.
CKPC	Brantford, Ont.
CKPR	Port Arthur, Ont.
CKRC	Revelstoke, B. C.
CKRN	Rouyn, Que.
CKSO	Sudbury, Ont.
CKTB	St. Catharines, Ont.
CKUA	Edmonton, Alta.
CKVD	Val d'Or, Que.
CKWX	Vancouver, B. C.
CKX	Brandon, Man.
CKY	Winnipeg, Man.

SHORTWAVE

CJCX	Sydney, N. S.
CJRO	Winnipeg, Man.
CJRX	Winnipeg, Man.
CFRX	Toronto, Ont.
CFVP	Calgary, Ont.
CHNX	Halifax, N. S.
CKFX	Vancouver, B. C.
CBFW	Montreal, Que.
CBFX	Montreal, Que.
CBFY	Montreal, Que.
CBFZ	Montreal, Que.
CBRX	Vancouver, B. C.
CFCX	Montreal, Que.

Paul F. Godley

Consulting Radio Engineer

Phone
Montclair (N. J.) 2-7859

DIRECTORY OF CUBAN BROADCAST STATIONS BY FREQUENCIES

(Licensed or Authorized by the Cuban Ministry of Communications as of January 1, 1943)

** Construction permit for new station.* *N—Night power.* *D—Day power.*

Call Letters	Location	Power in Watts
	550 KILOCYCLES	
CMW	Regla, Havana	2,500
	560 KILOCYCLES	
CMKM	Manzanville, Oriente	250
	570 KILOCYCLES	
CMHI	Santa Clara, Las Villas	15,000
	590 KILOCYCLES	
CMCY	Marianao, Havana	15,000
CMCY	Vedado, Havana	250
	600 KILOCYCLES	
CMKV	Holguin, Oriente	1,000
	620 KILOCYCLES	
CMJK	Camaguey, Camaguey	250
	630 KILOCYCLES	
CMCD	Regla, Havana	15,000
	640 KILOCYCLES	
CMKU	Santiago, Oriente	1,000
	660 KILOCYCLES	
CMAX	Artemisa, Pinar del Rio	250
	690 KILOCYCLES	
CMQ	Rpto. Aldecoa, Havana	D-25,000 N-15,000
	730 KILOCYCLES	
CMBF	P. Grandes, Havana	5,000
	740 KILOCYCLES	
CMJN	C Central, Camaguey	1,000
	760 KILOCYCLES	
CMCQ	Viboro, Havana	250
	790 KILOCYCLES	
CMBC	C. Rancho Beyeros, Havana	D-5,000 N-1,000
	800 KILOCYCLES	
CMHQ	C Central, Santa Clara	5,000
	810 KILOCYCLES	
CMAQ	Pinar del Rio	1,000
	830 KILOCYCLES	
CMK	Havana	250
	860 KILOCYCLES	
CMBL	Arroyo Apole, Havana	5,000
	900 KILOCYCLES	
CMKS	Guantanamo, Oriente	250
	910 KILOCYCLES	
CMCF	Guanabacoa, Havana	5,000
	920 KILOCYCLES	
CMJL	C. Central, Camaguey	5,000
	930 KILOCYCLES	
CMKN	C. Central, Santiago, Orte	1,000
	950 KILOCYCLES	
CMBZ	Havana	D-5,000 N-1,000
	960 KILOCYCLES	
CMHW	C. de Manicaragua, Santa Clara	1,000
	970 KILOCYCLES	
CMKJ	Holguin, Oriente	1,000
	980 KILOCYCLES	
CMCK	Puentes Grandes, Havana	5,000
	990 KILOCYCLES	
CMHT	Trinidad, Las Villas	250
	1000 KILOCYCLES	
CMKW	C. Central, Santiago, Oriente	1,000
	1010 KILOCYCLES	
CMX	Guanabacoa, Havana	10,000
	1050 KILOCYCLES	
CMKG	Victoria de las Tunas, Oriente	250
	1060 KILOCYCLES	
CMCM	Vedado, Havana	250
CMJA	Camaguey	250
	1090 KILOCYCLES	
CMKR	Santiago de Cuba, Oriente	250
	1120 KILOCYCLES	
CMBY	Havana	250
	1130 KILOCYCLES	
CMKH	Guantanamo, Oriente	250
	1150 KILOCYCLES	
CMBQ	Puentes Grandes, Havana	D-5,000 N-1,000
	1190 KILOCYCLES	
CMCU	Vibora, Havana	250 *5,000
	1220 KILOCYCLES	
CMKO	Holguin, Oriente	250
	1230 KILOCYCLES	
CMCO	Havana	250
CMCW	Havana	250
CMJE	Camaguey	250
	1240 KILOCYCLES	
CMCF	Matanzas	250
	1250 KILOCYCLES	
CMHO	Santa Clara, Las Villas	250
CMKO	Santiago, Oriente	250
	1260 KILOCYCLES	
CMZ	Columbia, Havana	5,000
	1270 KILOCYCLES	
CMJM	Ciege de Avila, Camaguey	1,000
	1280 KILOCYCLES	
CMHA	Sagua la Grande, Las Villas	250
	1290 KILOCYCLES	
CMCH	Havana	250
CMCX	Havana	250
CMKD	Dajao, Santiago, Oriente	1,000
	1300 KILOCYCLES	
CMAN	C. Central, Pinar del Rio	1,000
CMJF	Camaguey	250
	1310 KILOCYCLES	
CMGN	Jovellanos, Matanzas	1,000
	1320 KILOCYCLES	
CMHP	Placetas, Las Villas	250
CMKE	Manzanillo, Oriente	250
	1330 KILOCYCLES	
CMCB	Cerro, Havana	250
CMBS	Vedado, Havana	250
	1340 KILOCYCLES	
CMJC	Camaguey	250
	1350 KILOCYCLES	
CMHJ	Cienfuegos, Las Villas	250
CMKY	Puerto Padre, Oriente	100
	1360 KILOCYCLES	
CMOA	Havana	250
CMC	Havana	250
	1370 KILOCYCLES	
CMAC	Guanajay, Pinar del Rio	100
CMJH	Ciego de Avila, Camaguey	250
	1380 KILOCYCLES	
CMHK	Cruces, Las Villas	250
	1390 KILOCYCLES	
CMKX	Bayamo, Oriente	250
CMBG	Marianao, Havana	1,000
CMBX	Havana	250
	1400 KILOCYCLES	
CMJI	Ciego de Avila, Camaguey	250
	1410 KILOCYCLES	
CMHB	Sancti Spiritus, Las Villas	250
	1430 KILOCYCLES	
CMKZ	Palma Soriano, Oriente	250
	1440 KILOCYCLES	
CMGH	C. Central, Matanzas	500
CMJW	Camaguey	250
	1450 KILOCYCLES	
CMAB	Pinar del Rio	250
CMHM	Cienfuegos, Las Villas	250
	1460 KILOCYCLES	
CMBD	Vedado, Havana	250 *5,000 on 1420 kc.
CMCG	Havana	250
CMKQ	San Luis, Oriente	500
	1470 KILOCYCLES	
CMGE	Cardenas, Matanzas	250
CMJO	Ciego de Avila, Camaguey	250
	1480 KILOCYCLES	
CMHX	Santa Clara, Las Villas	250
	1490 KILOCYCLES	
CMCA	Havana	250
CMOX	Vedado, Havana	250
CMKF	Holguin, Oriente	250
	1540 KILOCYCLES	
CMBH	Guanabacoa, Havana	5,000
	1560 KILOCYCLES	
CMHD	Caibarien, Las Villas	250
	1580 KILOCYCLES	
CMCJ	Havana	250
CMCR	Havana	250
CMJQ	Nuevitas, Camaguey	250
	1590 KILOCYCLES	
CHMC	Sagua la Grande	100

YOUR WAR BONDS

will help bring

VICTORY

quicker

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DIRECTORY OF MEXICAN BROADCAST STATIONS BY FREQUENCIES

(*Licensed or Authorized by Mexican Ministry of Communications and Public Works as of November 1, 1942*)

N—Night Power *D—Day Power*

Call Letters	Location	Power in Watts
	550 KILOCYCLES	
XEUF	Uruapan, Mich.	300
XEKL	Jalapa, Ver.	100
XEPX	La Paz, B. C.	250
	560 KILOCYCLES	
XEOF	Mexico, D. F.	1,000
......	Mexicali, B. C.	250
......	Santa Rosalia, B. C.	100
	570 KILOCYCLES	
......	Navojoa, Son.	100
......	Guanajuato, Gto.	100
	580 KILOCYCLES	
XEMU	Piedras Negras, Coah.	250-N 5,000-D
XETH	Orizaba, Ver.	1,000
XEAV	Guadalajara, Jal.	1,000
......	Chihuahua, Chih.	100
	590 KILOCYCLES	
XEPH	Mexico, D. F.	5,000
XEAZ	Reynosa, Tams.	D–5,000 N–250
XEHQ	Hermosillo, Son.	300
	600 KILOCYCLES	
XEZ	Merida, Yuc.	2,000
XEOH	Torreon, Coah.	1,000
XESF	Morelia, Mich.	250
	610 KILOCYCLES	
XEBX	Sabinas, Coah.	500
XEJW	Jalapa, Ver.	100
	620 KILOCYCLES	
XENK	Mexico, D. F.	5,000
	630 KILOCYCLES	
XEFB	Monterrey, N. L.	D–1,000 N–500
XETS	Tapachula, Chis.	100
XED	Guadalajara, Jal.	500
	660 KILOCYCLES	
XEBZ	Mexico, D. F.	500
	680 KILOCYCLES	
......	Guadalajara, Jal.	1,000
	690 KILOCYCLES	
XEN	Mexico, D. F.	5,000
XEAC	Tijuana, B. C.	5,000
	730 KILOCYCLES	
XEQ	Mexico, D. F.	150,000
	790 KILOCYCLES	
XERC	Mexico, D. F.	1,000
XEDF	Nuevo Laredo, Tams.	500
	800 KILOCYCLES	
XELO	Ciudad Juarez, Chih.	100,000
	810 KILOCYCLES	
XEFW	Tampico, Tams.	50,000
	830 KILOCYCLES	
XELA	Mexico, D. F.	1,000
	860 KILOCYCLES	
XEMO	Tijuana, B. C.	5,000
XEUN	Mexico, D. F.	5,000
	900 KILOCYCLES	
XEW	Mexico, D. F.	100,000
	910 KILOCYCLES	
XEAO	Mexicali, B. C.	250
	920 KILOCYCLES	
XEMJ	Piedras Negras, Coah.	200
XEBH	Hermosillo, Son.	1,000
	940 KILOCYCLES	
XEDP	Mexico, D. F.	50,000
	950 KILOCYCLES	
XEGM	Tijuana, B. C.	2,500
	960 KILOCYCLES	
XEFE	Nuevo Laredo, Tams.	1,000
XEOP	Hermosillo, Son.	500
XEU	Veracruz, Ver.	500
XEHK	Guadalajara, Jal.	250
	970 KILOCYCLES	
XEO	Matamoros, Tams.	750
XEK	Mexico, D. F.	500
XEJ	Ciudad Juarez, Chih.	5,000
	980 KILOCYCLES	
XEFQ	Cananea, Son.	500
XEXT	Tepic, Nay.	1,000
XECA	Tampico, Tams.	1,000
	990 KILOCYCLES	
XET	Monterrey, N. L.	5,000
XECL	Mexicali, B. C.	5,000
	1000 KILOCYCLES	
XEOY	Mexico, D. F.	10,000
	1010 KILOCYCLES	
XEJB	Guadalajara, Jal.	5,000
XEAW	Reynosa, Tams.	50,000
......	Nogales, Son.	250
	1030 KILOCYCLES	
XEQR	Mexico, D. F.	1,000
	1050 KILOCYCLES	
XEG	Monterrey, N. L.	150,000
	1060 KILOCYCLES	
XEST	Mexico, D. F.	50,000
	1090 KILOCYCLES	
XERB	Rosarito, B. C.	50,000
XEHR	Puebla, Pue.	250
XEFH	Celaya, Gto.	250
	1110 KILOCYCLES	
XEFO	Mexico, D. F.	20,000
	1140 KILOCYCLES	
XENT	Nuevo Laredo, Tams.	50,000
	1150 KILOCYCLES	
XEJP	Mexico, D. F.	500
XEJS	H. del Parral, Chih.	500
XETJ	Tepatitlan, Jal.	100
	1170 KILOCYCLES	
XECD	Puebla, Pue.	350
	1190 KILOCYCLES	
XERP	Agua Prieta, Son.	5,000
......	Celaya, Gto.	100
	1220 KILOCYCLES	
XEB	Mexico, D. F.	100,000
	1240 KILOCYCLES	
XERZ	Leon, Gto.	250
XEMQ	Merida, Yuc.	250
XEFV	C. Juarez, Chih.	250
	1250 KILOCYCLES	
XEAT	H. del Parral, Chih.	250
XESJ	Saltillo, Coah.	500
XETF	Veracruz, Ver.	500
XEDK	Guadalajara, Jal.	500
XEDL	Hermosillo, Son.	500
	1260 KILOCYCLES	
XEL	Mexico, D. F.	750
XELJ	Nuevo Laredo, Tams.	250
XEBL	Culiacan, Sin.	500
XEBM	San Luis Potosi, S.L.P.	250
XEDW	Minatitlan, Ver.	250
XEBU	Chihuahua, Chih.	100
XEBP	Torreon, Coah.	250
XER	Linares, N. L.	250
	1270 KILOCYCLES	
XEAX	Oaxaca, Oax.	500
XEFM	Leon, Gto.	100
XEGL	Navojoa, Son.	500
XEDN	Ciudad Camargo, Chih.	150
XEBA	Ciudad Guzman, Jal.	250
XEME	Merida, Yuc.	500
XERT	Tijuana, B. C.	D–5,000 N–500
XELQ	Morelia, Mich.	100
	1280 KILOCYCLES	
XEX	Monterrey, N. L.	500
XEE	Durango, Dgo.	100
XELK	Zacatecas, Zac.	100
XEXJ	Tuxtla Gutierrez, Chis.	100
XEBW	Chihuahua, Chih.	600
XERL	Colima, Col.	250
XEAG	Cordoba, Ver.	250
......	San Miguel Allende, Gto.	100
	1290 KILOCYCLES	
XEDA	Mexico, D. F.	1,000
XEAP	Ciudad Obregon, Son.	100
	1300 KILOCYCLES	
XEP	Ciudad Juarez, Chih.	500
XES	Tampico, Tams.	250
XEGF	Culiacan, Sin.	100
......	Hermosillo, Son.	250
	1310 KILOCYCLES	
XEC	Tijuana, B. C.	250
XEMG	Gomez Palacio, Dgo.	250
XEHV	Veracruz, Ver.	1,000
XEAD	Guadalajara, Jal.	250
	1320 KILOCYCLES	
XEAI	Mexico, D. F.	500
XESY	Cananea, Son.	200
XERJ	Mazatlan, Sin.	500
	1330 KILOCYCLES	
XEKS	Saltillo, Coah.	100
XEBO	Irapuato, Gto.	600
XECF	Los Mochis, Sin.	1,000
	1340 KILOCYCLES	
XEJK	Ciudad Delicias, Chih.	100
......	C. Valles, S.L.P.	100
XEFZ	Coatzacoalcos, Ver.	250
XECW	Cordoba, Ver.	250
XEMA	Fresnillo, Zac.	100
XEOX	C. Obregon, Son.	250
XELW	Guadalajara, Jal.	250
XEFC	Merida, Yuc.	250
XEAA	Mexicali, B. C.	250
XEBK	Nuevo Laredo, Tams.	100
XEXS	Toluca, Mex.	100
XEDH	Villa Acuna, Coah.	250
	1350 KILOCYCLES	
XEQK	Mexico, D. F.	1,000
XETM	Naco, Son.	1,000
XETB	Torreon, Coah.	500
	1360 KILOCYCLES	
XETZ	Teziutlan, Pue.	250
XEBI	Aguascalientes, Ags.	250
XESA	Culiacan, Sin.	500
	1370 KILOCYCLES	
XEMR	Monterrey, N. L.	500
XEHF	Nogales, Son.	1,000
XEHL	Guadalajara, Jal.	500
XEA	Campeche, Cam.	1,000
XETQ	Orizaba, Ver.	250
	1380 KILOCYCLES	
XEMX	Mexico, D. F.	500
XELF	Nuevo Laredo, Tams.	250
	1390 KILOCYCLES	
XEM	Chihuahua, Chih.	500
XEKN	Reynosa, Tams.	250
XETL	Tuxpan, Ver.	250
XERW	Leon, Gto.	100
	1400 KILOCYCLES	
XEKJ	Acapulco, Gro.	250
XETX	Casas Grandes, Chih.	100
XEPF	Ensenada, B. C.	200
XEXN	Guadalajara, Jal.	250
XEJA	Jalapa, Ver.	100
XEAM	Matamoros, Tams.	250
XEMH	Merida, Yuc.	250
XEI	Morelia, Mich.	250
XEAJ	Navojoa, Son.	100
XEXQ	San Luis Potosi, S.L.P.	100
XEDE	Saltillo, Coah.	250
XESB	Santa Barbara, Chih.	150
	1410 KILOCYCLES	
XEBS	Mexico, D. F.	750
XELC	Nuevo Laredo, Tams.	250
XERY	Aguas Prieta, Son.	500
	1420 KILOCYCLES	
XEF	Ciudad Juarez, Chih.	100
XEDS	Mazatlan, Sin.	500
XEH	Monterrey, N. L.	1,000
XEON	Tijuana, B. C.	2,000
XEWE	Irapuato, Gto.	100
......	Cuernavaca, Mor.	100
......	Tulancingo, Hgo.	250
	1430 KILOCYCLES	
XEAQ	Villa Acuna, Coah.	100
XECZ	San Luis Potosi, S L.P.	1,000
XEOK	Progreso, Yuc.	100
XENJ	Navojoa, Son.	500
	1440 KILOCYCLES	
XELZ	Mexico, D. F.	1,000
XEFI	Chihuahua, Chih.	1,000
	1450 KILOCYCLES	
XEBJ	Ciudad Victoria, Tams.	100
XEDJ	Magdalena, Son.	100
XEXP	Matamoros, Tams.	100
XEFK	Merida, Yuc.	100
XEPP	Orizaba, Ver.	250
XEJX	Queretaro, Qro.	250
XEY	San Luis R. C., Son.	250
XETA	Tapachula, Chis.	250
XERK	Tepic, Nay.	100
XEXE	Texcoco, Mex.	100
XEBQ	Torreon, Coah.	250
XEGC	Zamora, Mich.	100
	1460 KILOCYCLES	
XEWG	Ciudad Juarez, Chih.	1,000
XELH	Nuevo Laredo, Tams.	100
XETU	Tampico, Tams.	1,000
	1470 KILOCYCLES	
XESM	Mexico, D. F.	D–5,000 N–1,000
XEAU	Tijuana, B. C.	5,000
	1480 KILOCYCLES	
XEXZ	Tlaxcala, Tlax.	5,000
	1490 KILOCYCLES	
XELY	Aguascalientes, Ags.	150
XETR	Ciudad Madero, Tams.	100
XEOB	Torreon, Coah.	100
XEGT	Guadalajara, Jal.	100
XEDR	Guaymas, Son.	100
XEJR	H. del Parral, Chih.	100
XEXU	Saltillo, Coah.	100
XECH	Toluca, Mex.	250
XEJW	Jalapa, Ver.	100
	1500 KILOCYCLES	
XERH	Mexico, D. F.	500
	1540 KILOCYCLES	
......	Celaya, Gto.	250
XEQN	Hermosillo, Son.	5,000
	1550 KILOCYCLES	
XEML	Mexico, D. F.	1,000
XEBG	Tijuana, B. C.	1,000
	1560 KILOCYCLES	
......	Villa Acuna, Coah.	50,000
	1570 KILOCYCLES	
XEAW	Reynosa, Tams.	100,000
	1590 KILOCYCLES	
XEMC	Mexico, D. F.	5,000
......	Tijuana, B. C.	5,000
	1600 KILOCYCLES	
XEJT	Celaya, Gto.	100
XEAB	Villa Acuna, Coah.	5,000
XEIG	Iguala, Gro.	100

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Aguascalientes, Ags.	XEBI	Jalapa, Ver.	XEJA	Parral, Chih.	XEJR
Aguascalientes, Ags.	XELY	León, Gto.	XERZ	Piedras Negras, Coah.	XEMU
Celaya, Gto.	XEJT	León, Gto.	XERW	Puebla, Pue.	XEHR
C. Delicias, Chih.	XEJK	Linares, N. L.	XER	Querétaro, Qro.	XEJX
C. Guzmán, Jal.	XEBA	Los Mochis, Sin.	XECF	Sabinas, Coah.	XEBX
C. Juárez, Chih.	XEP	Los Mochis, Sin.	XEOX	Saltillo, Coah.	XEDE
C. Victoria, Tamps.	XEBJ	Matamoros, Tamps.	XEAM	Saltillo, Coah.	XEKS
Campeche, Camp.	XEA	Mazatlán, Sin.	XERJ	San Luis Potosí, S.L.P.	XECZ
Córdoba, Ver.	XECW	Mérida, Yuc,	XEME	San Luis Potosí, S.L.P.	XEBM
Culiacán, Sin.	XESA	Mérida, Yuc.	XEFC	Tampico, Tamps.	XES
Culiacán, Sin.	XEBL	Minatitlán, Ver.	XEDW	Tampico, Tamps.	XETU
Chihuahua, Chih.	XEFI	Morelia, Mich.	XEI	Tapachula, Chis.	XETS
Chihuahua, Chih.	XEBU	Morelia, Mich.	XELQ	Tepic, Nay.	XERK
Durango, Dgo.	XEE	Monterrey, N. L.	XEFB	Tepic, Nay.	XEXT
Fresnillo, Zac.	XEMA	Monterrey, N. L.	XEMR	Torreón, Coah.	XEBP
Gómez Palacio, Dgo.	XEOB	Navojoa, Son.	XEGL	Túxpam, Ver.	XETL
Guadalajara, Jal.	XEDK	N. Laredo, Tamps.	XEFE	Uruapan, Mich.	XEUF
Guadalajara, Jal.	XEHL	Oaxaca, Oax.	XEAX	Veracruz, Ver.	XEHV
Hermosillo, Son.	XEBH	Orizaba, Ver.	XEPP	Veracruz, Ver.	XEU
				Zamora, Mich.	XEGC

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Bailey, Clyde S., National Press Bldg. Telephone: National 7257.
*Baldwin, James W., 5501 Lincoln Ave., Bethesda, Md. Telephone: Wisconsin 2728.
Bastian, Walter M., National Press Bldg. Telephone: National 3628.
Beebe, Raymond N., 815 Fifteenth St. N. W Telephone: National 4056.
*Beelar, Donald C., 5047 Sedgwick, N.W. Telephone: Woodley 6446.
Bennett, Andrew W., Edmonds Bldg. Telephone: Republic 3607.
Benton, John E., New P. O. Bldg. Telephone: National 7326.
Bingham, Herbert M., Tower Bldg. Telephone: District 2141.
Blanton, Matthews, Earle Bldg. Telephone: National 8417.
Brady, John B., Colorado Bldg. Telephone: National 4806.
Caldwell, Louis G., National Press Bldg. Telephone: Metropolitan 1464.
Cambron, Charles Ray, 355 Senate Office Bldg. Telephone: National 3120.
Canfield, Austin F., Woodward Bldg. Telephone: District 3184.
Carson, Byron G., Tower Bldg. Telephone: National 0080.
Cogswell, Robert F., Hibbs Bldg. Telephone: National 6667.
Cohen, Lester, Colorado Bldg. Telephone: National 2008
Coleman, J. Randolph, Jr., 725 13th St., N W. Telephone: Metropolitan 9900.
Colladay, Edward F., 1331 G St. N. W. Telephone: National 0790.
Curry, John R., Shoreham Bldg. Telephone: National 5731.
Dalberg, Melvin H., National Press Bldg. Telephone: National 3431.
David, Alan B., Munsey Bldg. Telephone: Metropolitan 0023.
Dempsey, Wm. J., Bowen Bldg. Telephone: Republic 6363.
Denslow, L. Alton, Colorado Bldg. Telephone: National 9127
Diamond, Sidney A., 1627 K St., N.W. Telephone: National 8163.
Drain, Dale D., 1422 F St. N. W. Telephone: National 0200.
Driscoll, H. D., 1025 Conn. Ave., N.W. Telephone: National 7128.
Duvall, Charles F., Earle Bldg. Telephone: District 4234.
Fisher, Ben S., Earle Bldg. Telephone: District 4234.
*Fletcher, Frank U., Munsey Bldg. Telephone: Metropolitan 0023.
Foley, James F., Arlington Village, Arlington, Va. Telephone: Chestnut 7500.
Gerrity, Harry J., Hill Bldg. Telephone: Metropolitan 0251.
Gordon, Spencer, Union Trust Bldg. Telephone: National 3730.
Granik, Theodore F., 1627 K St. N. W. Telephone: Republic 5995.
*Guider, John W., 34 Kalorama Circle. Telephone: Dupont 3616.
*Haley, Andrew G., Earle Bldg. Telephone: National 5535.
Hanley, James H., Tower Bldg. Telephone: Metropolitan 2940.
Hanson, Elisha, 729 Fifteenth St. N. W. Telephone: Metropolitan 5263.
Hart, David A., 815 Fifteenth St., N.W. Telephone: National 1955.
Hayden, James J., 112 E. Bradley Lane, Chevy Chase, Md. Telephone: Wisconsin 2614.
Heffron, Edward J., 1312 Massachusetts Ave., N. W. Telephone: Republic 3553.
Hennessey, Philip J. Jr., Woodward Bldg. Telephone: District 5405.
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Horne, Richard C. Jr., McGill Bldg. Telephone: National 6719.
*Hurley, John J., 4717 S. Chelsea Lane, Bethesda, Md. Telephone: Wisconsin 3032.
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Jansky, Maurice M., 815 15th St. Telephone: National 4056.
Jevons, Richard A., 1312 Saratoga Ave., N. E. Telephone: Dupont 5496
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Johnston, E. D., Munsey Bldg. Telephone: Metropolitan 3535.
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Koplovitz, Wm. C., Bowen Bldg. Telephone: Republic 6363.
Landa, Alfons B., 815 Fifteenth St., N. W. Telephone: National 4056.
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*Littlepage, Thomas P. Jr., Investment Bldg. Telephone: District 3723.
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O'Connor, John, Washington Bldg. Telephone: Republic 1080.
*Patrick, Duke M., 2737 Devonshire Place, N. W. Telephone: Adams 4110.
Pierson, W. Theodore Munsey Bldg. Telephone: Republic 3934.
Place, Russell P., NAB, 1760 N St., N. W. Telephone: National 2080.
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Porter, Paul A., 6001 Broad Branch Rd., N. W. Telephone: Woodley 7911.
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Rollo, Reed T., National Press Bldg. Telephone: Metropolitan 1464.
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*Schroeder, Arthur H., 3823 S Street, N. W. Telephone: Emerson 6452.
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*Segal, Paul M., Woodward Bldg. Telephone: District 5405.
Shea, George F., Tower Bldg. Telephone: District 2400.
Smith, George S., Woodward Bldg. Telephone: District 5405.
Smith, Karl A., Colorado Bldg. Telephone: National 2006.
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Spearman, Paul D. P., Munsey Bldg. Telephone: Metropolitan 0023.
Stollenwerck, Frank, National Press Bldg. Telephone: National 7846.
Sutton, George O., National Press Bldg. Telephone: National 7949.
Sykes, Eugene O., Munsey Bldg. Telephone: Metropolitan 0023.
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Broadcast Station Deletions and Consolidations 1934-42

1934

WJEM, Tupelo, Miss.—Licensee (Britt A. Rogers Jr.) failed to renew construction permit. Deleted Oct. 2.

WKFI, Greenville, Miss.—Licensee (J. Pat Scully) failed to apply for renewal of license. Deleted Oct. 3.

1935

WLIT, Philadelphia, Pa.—Licensee (WFIL Broadcasting Co.) consolidated facilities with WFIL, Philadelphia, effective Feb. 12.

WNBO, Silver Haven, Pa.—Licensee (John Brownlee Spriggs) voluntarily surrendered license March 15.

WWPA, Clarion, Pa.—Licensee's (Clarion Broadcasting Co. Inc.) construction permit expired. Deleted April 15.

KWFV, Hilo, T. H.—Licensee's (Hilo Broadcasting Co.) construction permit expired. Deleted April 16.

KGIX, Las Vegas, Nev.—Licensee's (J. M. Heaton) construction permit expired. Deleted May 14.

WAMC, Anniston, Ala.—Licensee's (Raymond C. Hammett) construction permit expired. Deleted May 14.

WDAG, Amarillo, Tex.—Licensee (Plains Radio Broadcasting Co.) consolidated facilities with KGNC, Amarillo, effective June 4.

WRBX, Roanoke, Va.—Licensee (Richmond Development Corp.) voluntarily relinquished hours of operation to WHIS, Bluefield, W. Va. Deleted Sept. 23.

WBHS, Huntsville, Ala.—Application for renewal of license of licensee (Virgil V. Evans) dismissed with prejudice Nov. 19.

KPJM, Prescott, Ariz.—Application of licensee (M. B. Scott and Edward C. Sturm) for renewal of license denied. Deleted Nov. 19.

1936

WOS, Jefferson City, Mo.—Licensee (Missouri State Highway Patrol) voluntarily relinquished facilities to KFRU, Columbia, Mo., effective March 27.

WCAC, Storrs, Conn.—Licensee (Connecticut State College) voluntarily surrendered facilities effective April 30.

KGBZ, York, Neb.—Renewal application of licensee (KGBZ Broadcasting Co.) denied. Deleted July 28.

KWEA, Shreveport, La.—Renewal application of licensee (International Broadcasting Corp.) denied. Deleted Aug. 1.

WEHS, Cicero, Ill.—Licensee (WEHS Inc.) voluntarily relinquished facilities to WHFC, Cicero, effective Nov. 10.

WKBI, Cicero, Ill.—Licensee (WKBI Inc.) voluntarily relinquished facilities to WHFC, Cicero, effective Nov. 10.

1937

KELW, Burbank, Cal.—Licensee (Evening Herald Publishing Co.) voluntarily relinquished facilities to KEHE, Los Angeles, effective Jan. 15.

KFJR, Portland, Ore.—Licensee (KALE Inc.) voluntarily relinquished facilities to KALE, Portland, effective Feb. 2.

KFPM, Greenville, Tex.—Licensee (New Furniture Co.) voluntarily surrendered license April 2, 1935. Application of Voice of Greenville for renewal and reinstatement dismissed March 2.

WNRI, Newport, R. I.—Licensee (S. George Webb) denied modification of construction permit. Deleted Aug. 19, and facilities given to WTHT, Hartford, Conn.

WJBR, Gastonia, N. C.—Licensee (J. B. Roberts) denied modification of construction permit. Deleted Oct. 28.

1938

WRAX Philadelphia, Pa.—Licensee (WRAX Broadcasting Co.) surrendered hours of operation to WPEN, Philadelphia, effective May 11.

KGDY, Huron, S. D.—Licensee (Voice of South Dakota) denied renewal of license. Deleted June 24.

WMBQ, Brooklyn, N. Y.—Licensee (Metropolitan Broadcasting Corp.) denied renewal of license. Deleted June 24, facilities given to WWRL, Woodside, N. Y.

WLMU, Middleboro, Ky.—Licensee (Lincoln Memorial University) voluntarily surrendered construction permit July 6.

WFAB, New York City—Licensee (Dobs Memorial Radio Fund) surrendered hours of operation to WEVD, New York. Deleted Nov. 7.

WHEF, Kosciusko, Miss.—Licensee (Attala Broadcasting Corp.) denied renewal of license in default. Deleted Nov. 7.

WHAL, Saginaw, Mich.—Licensee's (Harold F. Gross and Edmund C. Shields) grant of Feb. 9, 1937, ordered vacated in accordance with mandate of court of appeals. Deleted Nov. 28. (Regranted in 1939.)

1939

KDNC, Lewiston, Mont.—Licensee's (Democrat-News Co.) construction permit expired. Deleted Jan. 24.

KGCI, Coeur d'Alene, Ida.—Licensee (Clarence A. Berger and Saul S. Freeman) denied modification of construction permit as in default. Deleted Feb. 20.

KGVL, Greenville, Tex.—Licensee's (Hunt Broadcasting Assn.) application for modification of construction permit dismissed as licensee association dissolved. Deleted April 23.

WRKL, Rock Hill, S. C.—Licensee (P. W. Spencer) requested construction permit to be cancelled, effective April 24.

KECA, Los Angeles—Licensee (Earl C. Anthony, Inc.) consolidated facilities with KEHE, Los Angeles, effective July 31.

KFJZ, Fort Worth, Tex.—Licensee (Fort Worth Broadcasters, Inc.) voluntarily surrendered license. Deleted Sept. 6.

KWTN, Watertown, S. D.—Licensee's (Greater Kampeska Radio Corp.) application for renewal of license denied. Deleted Nov. 6.

1940

WBIL, New York City—Licensee (Arde Bulova) surrendered license. Deleted Jan. 3.

WPG, Atlantic City, N. J.—Licensee (City of Atlantic City) surrendered license. Deleted Jan. 3.

WOV, New York City—Licensee (International Broadcasting Corp.) surrendered license. Deleted Jan. 3, but takes over facilities of WBIL and WPG and continues operating as WOV.

KUMA, Yuma, Ariz.—License of licensee (Albert H. Scherman) revoked, effective Feb. 1.

WSAL, Salisbury, Md.—License of licensee (Frank M. Stearns) revoked, effective March 31.

WMVD, Salisbury, Md.—Licensee (Delmarva Broadcast Co.) voluntarily surrendered construction permit. Deleted May 21.

KWBD, Plainview, Tex.—Construction permit of licensee (W. B. Dennis) cancelled. Deleted May 28.

KPRO, Riverside, Cal.—Construction permit rescinded July 26. (Regranted in 1941.)

WRTD, Richmond, Va.—Licensee (*Richmond Times-Dispatch*) consolidated facilities with WRNL, effective Sept. 1.

WGMA, Schenectady, N. Y.—Construction permit rescinded, effective Oct. 2.

WSSJ, San Juan, P. R.—Construction permit rescinded, effective Oct. 22.

KGCA, Decorah, Ia.—License of Charles Walter Greenley not renewed and facility assigned to KGLO, Mason City, Ia. Effective Nov. 4.

1941

KFUN, Las Vegas, Nev.—Construction permit voluntarily surrendered by Las Vegas Broadcasting Co. Inc., Jan. 10.

KHON, Honolulu, Hawaii—Construction permit of Hawaiian Broadcasting System Ltd. (KGMB) rescinded, April 29.

KYAN, Cheyenne, Wyo.—License of Western Broadcasting Co. of Wyoming voluntarily surrendered, March 29.

WBBC, Brooklyn Broadcasting Corp.; WLTH, Voice of Brooklyn Inc.; WVFW, Paramount Broadcasting Corp.; WARD, United States Broadcasting Corp., all of Brooklyn, consolidated under call letters WBYN and license issued to United Broadcasting Corp., Brooklyn. Effective May 1.

WCAD, Canton, N. Y.—License voluntarily surrendered by St. Lawrence University, June 3.

WFAM, South Bend, Ind.—License held by *South Bend Tribune* voluntarily surrendered, March 29.

WFLA, Tampa, Fla.—Facilities granted WSUN, St. Petersburg, with which it formerly shared time; new station granted to *Tampa Tribune* interests on new frequency, and it assumed call letters WFLA. Effective Jan. 21.

WMWH, Augusta, Ga.—Construction permit held by W. Montgomery Harison voluntarily surrendered, April 30.

WQDM, St. Albans, Vt.—License of Regan and Bostwick rescinded, and facilities granted to new company owned by Lloyd E. Squier and William E. Ricker (WDEV, Waterbury, Vt.) to operate new station in same locality under call letters WWSR.

KFDY, Brookings, S. D.—License voluntary relinquished by South Dakota College, Dec. 1.

KAWM, Gallup, N. M.—License renewal denied in default to A. W. Mills (station destroyed by fire one year prior), ordered Dec. 9.

1942

WPER, DeLand, Fla. — Licensee's (Tropical Broadcasting Co.) construction permit expired. Deleted Jan. 27.

WSVS, Buffalo, N. Y.—License of Board of Education, City of Buffalo, voluntarily surrendered, Feb. 17.

KODK, Kodiak, Alaska—Construction permit of Edwin A. Kraft rescinded, March 17.

WHAL, Saginaw, Mich.—Licensee's (Harold F. Gross and Edmund C. Shields) application for modification of construction permit dismissed at request of applicant. Deleted July 1.

KFPL, Dublin, Tex.—License of C. C. Baxter, voluntarily surrendered, July 14.

KTOM, Brainerd, Minn.—Licensee's (Edward Tom O'Brien, David Shepard, Howard S. Johnson and John W. Boler, a partnership, d/b as Brainerd-Bemidji Broadcasting Co.) construction permit expired and request for additional time denied. Deleted July 21.

KTRN, Tacoma, Wash.—Licensee's (Michael J. Mingo) construction permit expired and request for additional time denied. Deleted July 21.

KGBU, Ketchikan, Alaska—Licensee (Alaska Radio and Service Co. Inc.) failed to apply for renewal of license. Deleted Aug. 1, and facilities given to KTKN.

WMAW, Worcester, Mass.—Licensee's (C. T. Sherer Co. Inc.) application for modification of construction permit dismissed at request of applicant. Deleted Aug. 12.

KIDW, Lamar, Colo.—Renewal application of licensee (Lamar Broadcasting Co.) denied. Deleted Sept. 22.

KXKX, Kansas City—Renewal application of licensee (First National Television Inc.) denied. Deleted Nov. 6.

WINK, Louisville—Construction permit of Mid-America Broadcasting Corp. dropped at request of applicant, effective Nov. 11.

WBRB, Red Bank, N. J.—Renewal application dismissed without prejudice; station unable to secure equipment destroyed by fire in 1942. FCC action Jan. 6, 1943.

Paul F. Godley

Consulting Radio Engineer

Phone
Montclair (N. J.) 2-7859

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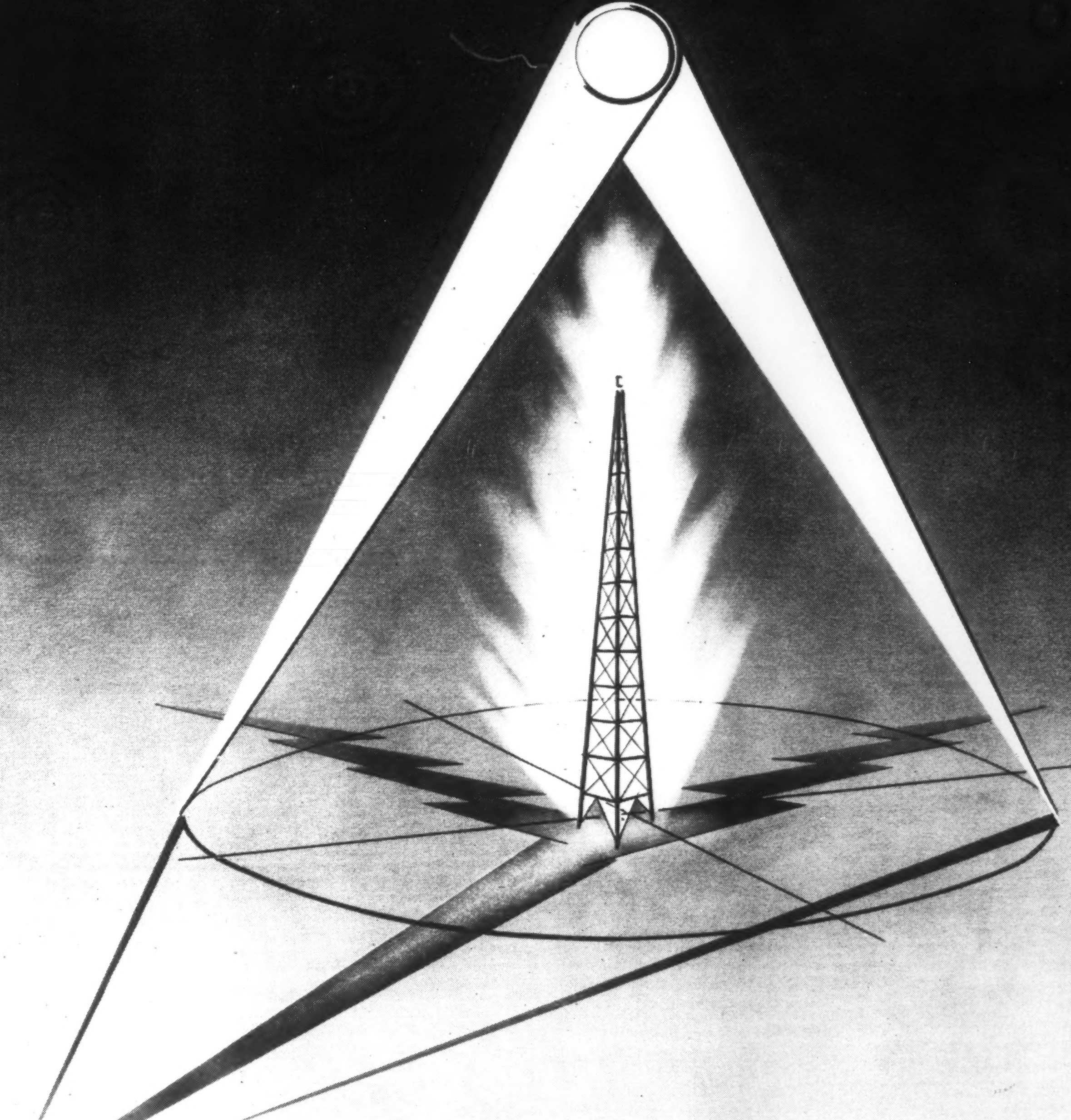

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GENERAL ELECTRIC Co. (radio, television & electronics department)—1 River Road, Schenectady, N. Y. Telephone: 4-2211. Dr. W. R. G. Baker, vice-president.

MIDLAND TELEVISION SCHOOLS Inc.—Power & Light Bldg., Kansas City. Telephone: Harrison 5852. Officials: G. L. Taylor, president; N. G. Souther, vice-president; Arthur B. Church, KMBC, treasurer. D. G. Warrick, secretary. (Radio and television technical school.)

NATIONAL BROADCASTING Co.—RCA Bldg., New Cork City. Telephone: Circle 7-8300. Officials Assigned to Television: Noran E. Kersta, manager; R. E. Shelby, chief television engineer; A. Burke Crotty, program producer. (Commercial television broadcasting and experimentation.)

PHILCO RADIO & TELEVISION Co.—Tioga & C Streets, Philadelphia, Pa. Telephone: Nebraska 5100. Chief Television Engineer, F. J. Bingley; Program Director, Paul Knight. (Experimentation and operation of WPTZ.)

PURDUE UNIVERSITY — West Lafayette, Ind. Telephone: 6076. J. W. Ditamore, Manager. (Noncommercial educational broadcasting.)

RADIO CORP. OF AMERICA (RCA Victor Division) — Front & Cooper Sts., Camden, N. J. Telephone: Camden 8000. Receiving and transmitting television equipment.

RADIO ELECTRONICS LABORATORY Inc.—120 Freeman St., Brooklyn, N. Y. Telephone: Evergreen 9-5227. Officials John Bolte, president; Robert Robins, vice-president; Ralph Vatner, secretary-treasurer. (Manufacturers of Cathode Ray tubes and related television equipment.)

UNITED STATES TELEVISION MFG. CORP.—106 Seventh Ave., New York City. Telephone Chelsea 2-3966. Officials: Hamilton Hoge, president and general manager; A. E. Ferrar, vice-president and chief engineer; Martin V. B. Morris, secretary-treasurer. (Television receiver and electronic radio apparatus manufacture.)

ZENITH RADIO Corp.—6001 Dickens Ave., Chicago, Ill. Telephone: Berkshire 7500. Officials: E. F. McDonald Jr., president; Hugh Robertson, executive vice-president; G. E. Gustafson, assistant vice-president and chief engineers.

PAUL F. GODLEY

Consulting Radio Engineer

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ASSOCIATED MUSIC PUBLISHERS Inc.—25 West 45th St., New York City. Telephone: Bryant 9-0845. President: Clinton M. Finney. Manager of Music Division: E. R. Voigt.

BROADCAST MUSIC INC. (BMI)—580 Fifth Ave., New York City. Telephone: Pennsylvania 6-5466. Officers: Neville Miller, president; Sydney M. Kaye, executive vice-president; Merritt E. Tompkins, vice-president & general manager; Carl Haverlin, vice-president & director of station relations; Chas. E. Lawrence, treasurer. Board of Directors: Neville Miller, NAB Washington; Walter J. Damm, WTMJ, Milwaukee; John Elmer, WCBM, Baltimore; Frank White, CBS, New York; William Hedges, NBC, New York; Paul Morency, WTIC, Hartford; Leonard Kapner, WCAE, Pittsburgh. Department Heads: Milton J. Rettenburg, chief music editor; George M. Mario, professional manager; Roy Harlow, program and music relations. Chicago Office—54 W. Randolph St.; Manager, James Cairns. Los Angeles Office—1549 N. Vine St.; Manager, Harry Engel.

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MUSIC PUBLISHERS PROTECTIVE ASSOCIATION Inc. — 45 Rockefeller Plaza, New York City. Telephone: Circle 6-3084. Officials: Harry Fox, general manager; Walter G. Douglas, chairman of board.

NATIONAL ASSOCIATION OF PERFORMING ARTISTS — 630 Fifth Ave., New York. Telephone: Circle 7-8194. Officials: James J. Walker, president: Fred Waring, chairman of board; Maurice J. Speiser, general counsel.

G. RICORDI & Co., 12 West 45th St., New York City. Telephone: Murray Hill 2-0300. Dr. Renato Tasselli, managing director.

SESAC Inc. (Society of European Stage Authors & Composers)—113 West 42nd St. New York City. Telephone: Bryant 9-3223-4. Officials: Paul Heinecke, president; R. C. Heinecke, treasurer; K. A. Jadassohn, vice-president.

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NATIONAL ASSN. OF EDUCATIONAL BROADCASTERS — Urbana, Ill. Telephone: 7-2616. Officers: Harold A. Engel, WHA, Madison, Wis., president; Gilbert D. Williams, WBAA, Lafayette, Ind., vice president; W. I. Griffith, WOI, Ames, Iowa, treasurer; Frank E. Schooley, WILL, Urbana, Ill., executive secretary.

OFFICE OF RADIO RESEARCH—Under auspices of Columbia U. Council for Research in Science, 15 Amsterdam Ave., New York City. Telephone: Columbus 5-6951. Director: Dr. Paul F. Lazarsfeld.

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ASSOCIATED RADIO MARKETS —Northwestern Bank Bldg., Minneapolis. Telephone: Atlantic 3774. Alden R. Grimes, manager; Robert E. Stark, research director; Mary Prettyman, field staff, supervisor.

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FACT-FINDERS ASSOCIATES Inc.—400 Madison Ave., New York City. Telephone: Eldorado 5-1600. Officials: R. E. Rindfusz, president; Frank R. Coutant, vice-president; George P. Johansen, secretary.

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HOOPER-HOLMES BUREAU Inc. —102 Maiden Lane, New York City. Telephone: Whitehall 3-9700. Director of Market Research: William Henry. (78 branch offices; for addresses, consult local telephone directories.)

DR. HOWARD T. HOVDE—Wharton School of Finance and Commerce, U of Pennsylvania, Philadelphia, Pa. Telephone: Evergreen 0100.

MARKET RESEARCH COUNCIL (of N. Y.)—250 Park Ave., New York City. Telephone: Eldorado 5-5200. Officials: Elmo Roper, president; Dr. D. B. Lucas, associate professor of marketing at New York U, vice-president; R. A. Robinson, secretary-treasurer.

MARKET RESEARCH CORP. OF AMERICA—444 Madison Ave., New York City. Telephone: Plaza 3-8920. Staff: Percival White, Pauline Arnold, Matilda White.

MEDIA RECORDS Inc.—354 Fourth Ave., New York City. Telephone: Murray Hill 5-9376. President: P. L. Carty.

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NATIONAL RADIO RECORDS—347 Madison Ave., New York City. Telephone: Murray Hill 6-9186. President: N. Charles Rorabaugh. Executive Vice-President: Fulton Dent.

NATIONAL RESEARCH BUREAU Inc.—320 No. LaSalle St., Chicago. Telephone: Superior 6365. Radio Director: M. E. Parker, Branch: 489 5th Ave., New York City. Telephone: Murray Hill 2-2492.

A. C. NIELSEN Co.—2101 Howard St., Chicago. Telephone: Hollycourt 6100. Officials: A. C. Nielsen, president; Frederick K. Leisch, executive vice-president in charge of Chicago office; James O. Peckham, executive vice-president in charge of New York office; Hugh L. Rusch, executive vice-president in charge of Nielsen Radio Index. Branch—500 Fifth Ave., New York City; telephone, Pennsylvania 6-7126; manager, James O. Peckham. Branch—109 St. Aldates, Oxford, England; manager, E. L. Lloyd.

EDWARD J. NOONAN—31 Bedford St., Boston. Telephone: Devonshire 6800.

NORTHWEST MARKETING SERVICE—15 No. Eighth St., Minneapolis, Minn. Telephone: Main 0497. Manager: Aurilla Smith; assistant manager: Naomi Emerson.

OPINION RESEARCH CORP.—90 Nassau St., Princeton, N. J. Telephone: 1676. Officers: Dr. Claude Robinson, president; Dilman K. Smith and Harold D. Read, vice-presidents. New York Office: 10 Rockefeller Plaza. Telephone: Circle 5-5977.

PARB RESEARCH SERVICES — Box 3086, San Francisco, Cal. Telephone: Douglas 5300. Officials: Alice Thompson, librarian; Steven Anderson, assistant librarian, Charles MacDonald, field supervisor.

THE PSYCHOLOGICAL CORPORATION—522 Fifth Ave., New York City. Telephone: Murray Hill 2-2145. Officials: Walter R. Miles, president; Paul S. Achilles, vice-president and general manager; Henry C. Link, vice-president and treasurer; Albert D. Freiberg, secretary. Branch: 310 So. Michigan Ave., Chicago; telephone: Wabash 3880; director, Dr. Robert N. McMurray.

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PULSE OF NEW YORK—500 Fifth Ave., New York City. Telephone: Lackawanna 4-8305. Radio Research organization for the New York area. Director: Dr. Sidney Roslow.

RADIO COVERAGE REPORTS — 1127 No. Kentucky St., Arlington, Va. Telephone: Glebe 6198. Capt. Edgar Felix.

RESEARCH CO. OF AMERICA—341 Madison Ave., New York City. Telephone: Murray Hill 4-0075. General Manager: A. Edwin Fein.

ELMO ROPER—30 Rockefeller Plaza, New York City. Telephone: Circle 6-7164. Associates: Robert Williams, Carolyn Crusius, Arthur B. Chivvis, Alfred Politz.

ROSS FEDERAL SERVICE Inc.—18 E. 48th St., New York City. Telephone: Plaza 3-6500. Officials: H. A. Ross, president; D. A. Ross, vice-president and general manager; C. B. Ross, vice-president; F. X. Miske, controller.

DANIEL STARCH & STAFF—420 Lexington Ave., New York City. Telephone: Mohawk 4-6624. President: Dr. Daniel Starch. Associates: T. M. Shepard, Carroll Belknap.

PAUL W. STEWART & ASSOCIATES—9 Rockefeller Plaza, New York City. Telephone: Circle 5-5447. Officials: Paul W. Stewart, president; A. B. Dougall, vice-president.

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FRED BAER & ASSOCIATES—17 E. 49th St., New York City. Telephone: Wickersham 2-8996. Manager: Fred E. Baer.

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BENTLEY & LIVINGSTONE Inc.—75 E. Wacker Drive, Chicago. Telephone: Dearborn 1237. President: George Livingstone. Secretary-treasurer: L. R. Healy.

EDWARD L. BERNAYS—9 Rockefeller Plaza, New York City. Telephone: Circle 6-5075.

BURTON BROWNE ADVERTISING—150 E. Superior St., Chicago. Telephone: Delaware 3800. Executives: Burton Browne, manager; G. G. Browne, president; J. L. Browne, secretary; J. C. Callahan, radio director.

H. A. BRUNO & ASSOC.—30 Rockefeller Plaza, New York City. Telephone: Circle 6-8040. Associates: H. P. Kelliher, R. D. Gudgeon, Philip Culkin, L. A. Nixon, H. C. Cotter, Kay L. Harris, Milton V. O'Connell.

CARL BYOIR & ASSOCIATES—10 East 40th St., New York City. Telephone: Ashland 4-3466. Edward Gottlieb, radio director; Helene Jamieson, assistant radio director.

DAVIS-LIEBER—17 E. 49th St., New York City. Telephone: Plaza 3-3269. Lee Miller, manager; Leonard G. Feather, associate.

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EDUCATIONAL INSTITUTIONS PUBLICITY SERVICE—10 E. 43d St., New York City; telephone, Murray Hill 2-1710. President: Eliot M. Stark.

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CONSTANCE HOPE ASSOCIATES —29 W. 57th St., New York City. Telephone: Plaza 3-3390. Constance Hope, owner; Alan Kayes, manager.

IVY LEE and T. J. ROSS—405 Lexington Ave., New York City. Telephone: Murray Hill 6-2727. Executive in Charge: T. J. Ross. Associates: Burnham Carter, Harcourt Parrish, Thomas W. Casey, James W. Lee II, J. M. Ripley, Ivy Lee Jr.

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AUSTIN C. LESCARBOURA & STAFF—Croton-on-Hudson, N. Y. Telephone: Croton 444.

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J. W. MILFORD & ASSOCIATES—RKO Bldg., New York City. Telephone: Columbus 5-4924. Director: J. W. Milford.

A. E. NELSON Co.—300 Montgomery St., San Francisco. Telephone: Yukon 2767.

BERT NEVINS ASSOCIATES—50 E. 42nd St., New York City. Telephone: Murray Hill 2-9985.

THOMAS W. PARRY JR.—319 No. Fourth St., St. Louis, Mo. Telephone: Central 5622.

PUBLICITY ASSOCIATES — Empire State Bldg., New York City. Telephone: Longacre 5-3210. President: Joseph Israels II. Vice-President: Amy Vanderbilt.

FRANK LINDSAY RAND AGENCY—360 No. Michigan Ave., Chicago, Ill. Telephone: Randolph 0001.

RAYMOND RICH ASSOCIATES—330 W. 42nd St., New York City. Telephone: Chickering 4-0160. Theodore S. Ruggles, Ruth Pass, E. V. Orr, wartime trustees.

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SELVAGE & LEE—16 E. 48th St., New York City. Telephone: Plaza 8-0350. James Selvage, Morris M. Lee, partners; Maurice M. Merryfield, press relations; Tom Pedlar, radio relations.

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BELL TELEPHONE LABORATORIES—463 West St., New York City. Telephone: Chelsea 3-1000. Development and engineering of broadcast equipment. O. E. Buckley, president; O. B. Blackwell, vice-president; M. J. Kelly, director of research; O. M. Glunt, director of commercial products development; R. E. Poole, radio development engineer.

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CHURCHILL ENGINEERING Corp.—56 W. 45th St., New York City. Telephone: Murray Hill 2-0178. Officials: R. T. Bacher, president; Paul K. Horst, Harry W. Acton, vice-presidents. (Administrative engineers; specialists in setting prices and rates.)

COMMITTEE FOR THE CELEBRATION OF THE PRESIDENT'S BIRTHDAY FOR THE NATIONAL FOUNDATION FOR INFANTILE PARALYSIS — 342 Madison Ave., New York City. Director of radio: Howard J. London.

CONTROLLED CIRCULATION AUDIT Inc.—420 Lexington Ave., New York City. Telephone: Mohawk 4-6381. Officials: Frank L. Avery, managing director; R. L. Lloyd, president; V. H. Van Diver, vice-president; S. L. Meulandyke, secretary; Leonard Tingle, treasurer. (Auditing, circulation of business publications.)

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VINCENT EDWARDS & Co.—342 Madison Ave., New York City. Telephone: Vanderbilt 6-3021. President: V. Edward Borges. (Advertising mat and idea syndicate service.)

ELLWOOD Co.—709 So. Cicero Ave., Chicago, Ill. Telephone: Columbus 6130. E. F. Whitechurch, owner (Bottle caps as radio premiums).

FOOD - DRUG - COSMETIC REPORTS—National Press Bldg., Washington, D. C. Telephone: Metropolitan 0606. Editor: Wallace Werble. (Weekly Washington news letter reporting activities and trends of food, drug and cosmetic regulation.)

HEARST RADIO Inc.—(Affiliated with Hearst Newspapers), 235 E. 45th St., New York City. Telephone: Murray Hill 2-3636. Officials: E. M. Stoer, general manager; C. B. McCabe, president.

INTER-ALLIED INFORMATION CENTER—610 Fifth Ave., New York City. Information about all United Nations for use by radio stations. Subject matter and background for radio programs and program ideas.

INTERCOLLEGIATE BROADCASTING SYSTEM Inc.—507 Fifth Ave., New York City. Telephone: Vanderbilt 6-6075. Executives: Louis M. Block Jr., manager; Naomi Ross Fine, executive secretary; Leslie Katz, program director.

KING CONTEST BUREAU—17 E. 48th St., New York City. Telephone: Wickersham 2-1127.

GEORGE McKITTRICK & Co.—108 Fulton St., New York City. Telephone: Barcaley 7-4828-9. Owner: Fred C. McKittrick. Branch: 185 No. Wabash Ave., Chicago; telephone, State 8911; manager, Ann Weiszbrod. (Publishes McKittrick's Directory of Advertisers and Agencies.)

MUZAK Corp.—229 Fourth Ave., New Fork City. Telephone: Algonquin 4-3300. Clinton M. Finney, president.

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NATIONAL REGISTER PUBLISHING Co.—330 W. 42nd St., New York City. Telephone: Medallion 3-5850. President and treasurer: R. W. Ferrel. Branch: 333 No. Michigan Ave., Chicago; telephone, Randolph 5744; manager, A. J. Crane. (Publishes Standard Advertising Register services, listing national advertisers, agencies and their personnel.)

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RADIO REPORTS Inc.—220 E. 42nd St., New York City. Telephone: Murray Hill 2-3564. P. R. Rieber, manager.

SCRIPPS-HOWARD RADIO Inc.—230 Park Ave., New York City. Telephone: Murray Hill 6-6840. Officials: Jack Howard, president; James C. Hanrahan, executive vice-president; Mortimer C. Watters and Richard B. Westergaard, vice-presidents; Joseph B. Epperson, chief engineer.

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